

# V O G U E

FEBRUARY I



## AMERICANANA NUMBER 1952

AMERICANS IN FASHION

HOLLYWOOD  
BRAINS

U.S.A.  
BEAUTIES

INCORPORATING VANITY FAIR

50 CENTS





# Miron

**The Monarch Suit in Taffanib, worsted taffeta with flecks of black.**

**100% virgin wool. Miron Mills, Inc., 51 Madison Ave., N. Y.**

HAT BY MR. JOHN



NICOL & SWEDEN

creates a collection  
which is among the best  
in any language  
(including the Scandinavian).

Prize example  
of these fresh  
new fashions for  
the south and spring,  
from \$95 to \$350,  
is the exclusive  
navy town dress sketched,  
in imported French  
tissue worsted,  
sweetened with white piqué,  
in sizes 10 to 16,  
\$95

Others—resort cottons,  
cocktail dresses  
and evening gowns  
in our  
Ready-to-Wear Dress Salon, Third Floor



BERGDORF  
GOODMAN  
5th AVE. at 58th ST. • NEW YORK 19  
ON THE PLAZA





avedon photograph—mr. john hat

*Lilli Ann*  
san francisco

about ninety dollars at fine stores or write lilli ann

973 market street, san francisco or 512 seventh avenue, new york

*this suit is for girls 5' 1" to 5' 8" . . . for special MODEL-SIZE suits for girls 5' 8" to 6' 2" write Lilli Ann, San Francisco*



George Platt Lynes



## Suit Subtlety

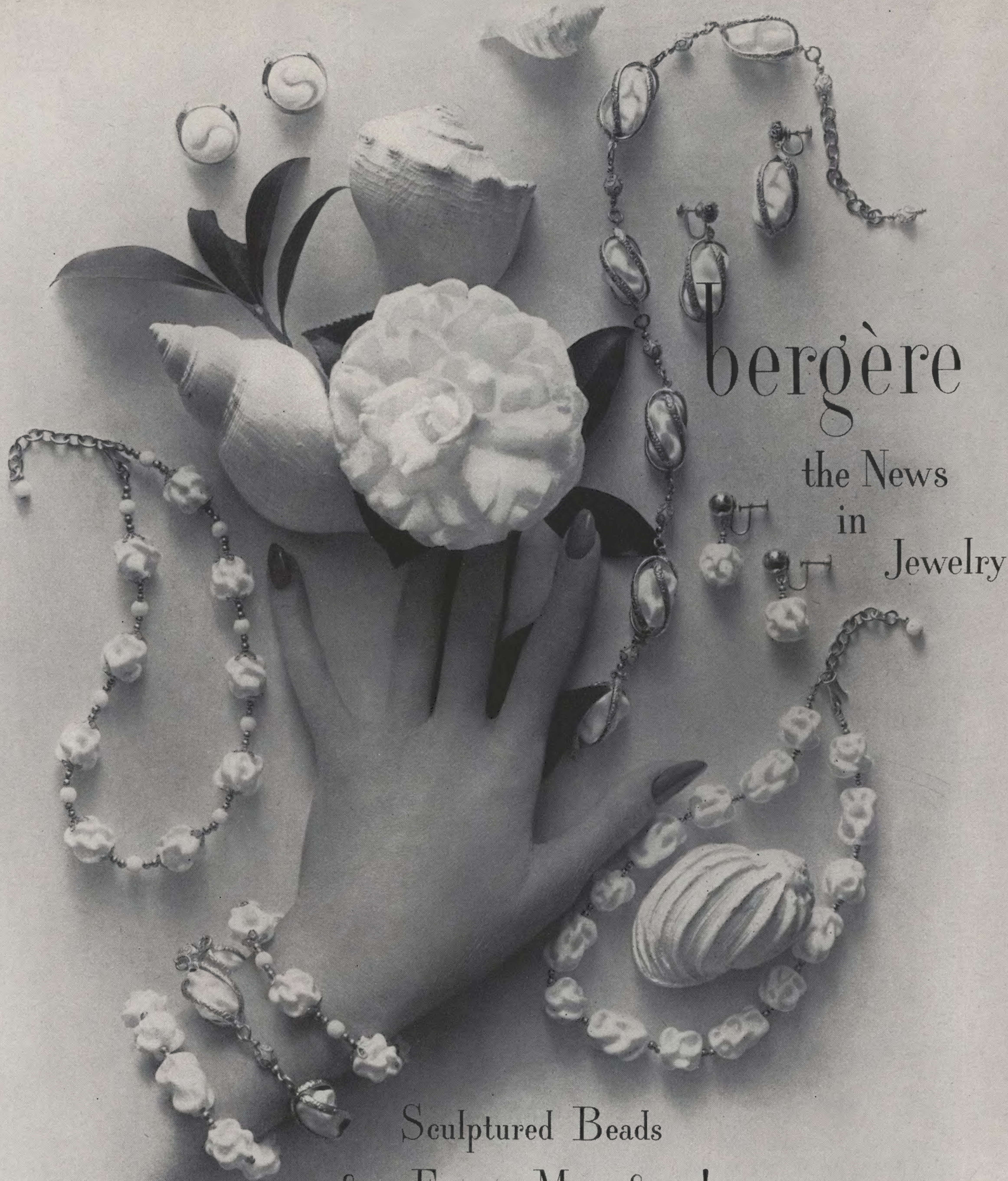
Balenciaga's fine hand turns out a two-piece, fresh as a gardenia.

Dressmaker-detailed jacket faced in white rayon taffeta... the skirt, slim with grace and ease.

Copied for immediate wear in worsted... black, navy, grey... \$165.

Henri  
**Bendel**  
10 WEST 57  
NEW YORK 19 NY





Bergère  
the News  
in  
Jewelry

Sculptured Beads  
from France... Magnifique!

Carved white perfection, some encased in golden cages,  
others pure and simple. Wonderful colors too, matrix blue, lush pink, china jade,  
sea coral. Beads in golden cages: necklace, 12.50; bracelet, 6.00; Earrings, 4.00.  
Pure and simple: necklace, 6.00; bracelet, 4.00. Button or drop earrings, 2.00; all plus tax.

BONWIT TELLER  
new york, chicago  
cleveland, boston

BLUM STORE  
philadelphia

JULIUS GARFINCKEL  
washington

L. L. BERGER  
buffalo

HARZFELD'S  
kansas city, mo.

bergère, 392 fifth avenue, n. y.



NEWS...THE CARDIGAN SUIT

BONWIT  
TELLER



Zuckerman's  
fabulous new suit silhouette in navy worsted.

10 to 14 sizes 235.00

New York Chicago Cleveland Boston White Plains Palm Beach



**RADIANT AS SPRINGTIME**  
DEEP-THROATED BODICE AND FAR-FLUNG SKIRT  
IN LOVELY SILK BARATHEA  
WITH A DELICATE TRACERY OF  
IMPORTED RE-EMBROIDERED ALENCON LACE. 115.00

**LARRY**  
**ALDRICH** NEW YORK

BONWIT TELLER, N. Y.

GODCHAUX'S, NEW ORLEANS, LA.

KLINE'S WEST, CLAYTON, MO.





**Shape**—supreme virtue of a suit—here it  
approaches perfection. Designs by Ben Zuckerman,  
Charles James and Irene, from the Suit Shop—Lord & Taylor



# HUTZLER'S

*Baltimore*



## *Mangone*

masterminds a merger of oriental  
silk jacket with sheer wool  
skirt . . . in a newer-than-new,  
very polished spring suit.  
Black-and-pink with black.  
Ours alone in Baltimore.





**the double silk coat from Veneziani of Milan**

only at Altman's in the U.S.A. . . . this fabulous coat of all purposes in water-repellent double silk, this unbelievable traveler that emerges fit for the opera with a change of accessories. Black, navy, beige, Dior red, Dior green or Balenciaga brown; sizes small, medium or large. **155.00** Altman misses' coats, third floor





# Seymour Jacobson

**DRAMA** from the portrait gallery . . . coat dress of pure silk Peau-de-Soie—  
detachable linen over-collar, piqué accented.

Navy, Gray, Black. Misses sizes. Around \$70.

Seymour Jacobson, 530 Seventh Avenue, New York.

M I L G R I M

•

B L U M ' S V O G U E

•

I . M A G N I N



*frost*  *bros.*

*San Antonio*



*Hattie Carnegie's  
soft fold suit,  
gently curved  
everywhere -  
of Shielana,  
a Samek woolen  
from Great Britain.*



# De Pinna NEW YORK

*Leonard Arkin's* now and on costume combines rayon crepe and taffeta. The dress slim, the jacket beautifully curved\*. Black or navy in 10 to 20 . . . . 55.00



ALSO AT DE PINNA  
IN MIAMI BEACH



TONI FRISSELL

\*Interiaced with AKMO



# De Pinna NEW YORK

*Louis Wald* tailors our shawl collar suit of Forstmann's ribbed wool, the jacket scalloped over a flaring skirt. Navy, grey or slate blue in 10 to 16 . . . 135.00



ALSO AT DE PINNA  
IN MIAMI BEACH



TONI FRISSELL





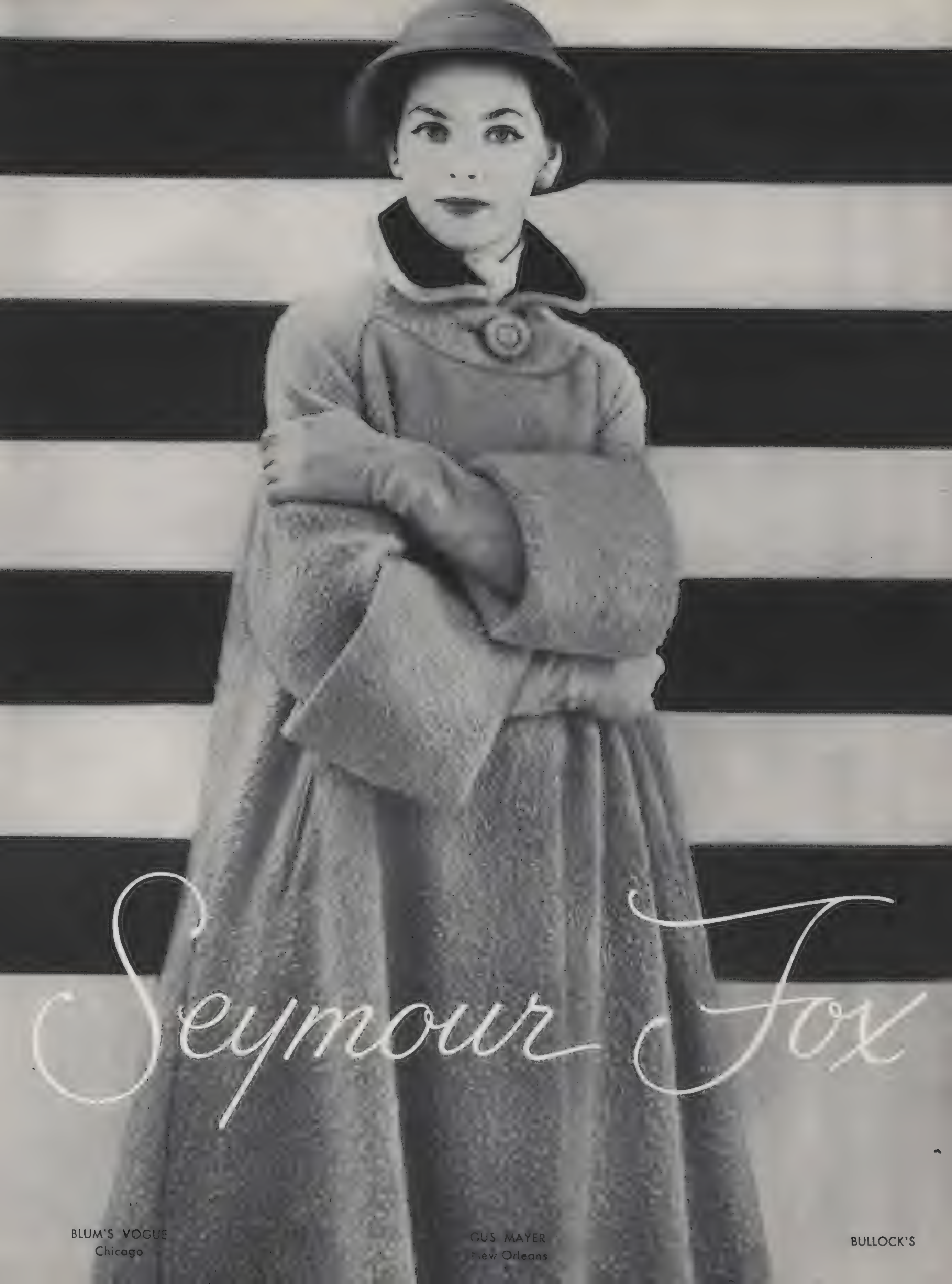
MILGRIM'S

BEST'S APPAREL  
Seattle

WM. H. BLOCK  
Indianapolis

NEUSTETER'S  
Denver





# Seymour Fox

BLUM'S VOGUE  
Chicago

GUS MAYER  
New Orleans

BULLOCK'S





*Suited Perfectly...*

*for Spring—Philip Mangones*

*sheathed skirt and winged hip jacket.*

*Tailored elegance in Navy ribbed worsted.*

*\$225.*

*...making fashion history*

**J.P. Allen**

*Peachtree Street, Atlanta, Georgia*

Howell Conant

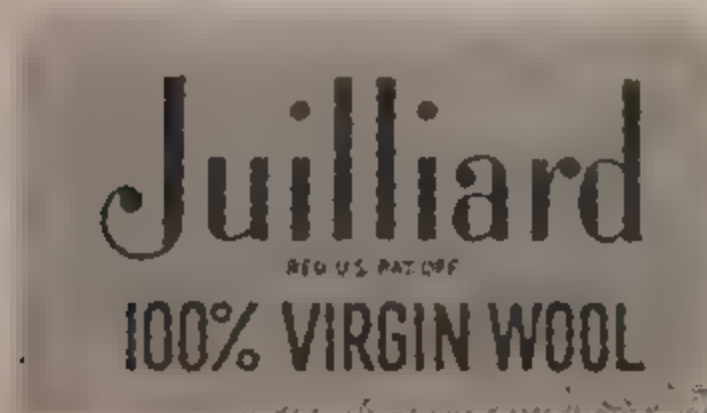


# Juilliard<sup>®</sup>

## woolens

RIBURA, superb new ribbed worsted  
by Juilliard. Most chic for urban  
fashions. The prophetic costume by  
Jane Derby at Henri Bendel,  
New York; Halle Bros., Cleveland;  
I. Magnin, California-Seattle.  
For other stores, write  
A. D. Juilliard & Co., Inc.,  
40 West 40th Street, New York.

*Look for this label*



*because...* "fine fabrics  
are the foundation  
of fashion<sup>®</sup>"

HAT BY MR. JOHN

©A.D.J. & CO., INC.



AND SEWN AND

HAND MOLDED

HAND SEWN



• HAND SEWN

HAND MOLDED

AND SEWN



DELMAN  
FAMOUS FOR HIS TRADITION OF FINE SHOE-MAKING  
PRESENTS SOFT AS SILK, SMOOTH AS SATIN  
**KID LEATHER** *Opera Pumps*  
Completely  
HAND SEWN  
Caressingly  
HAND MOLDED  
INTO THE MOST BEAUTIFUL SHAPES OF ANY SEASON



HAND

HAND SEWN

HAND MOLDED

MOLDED

AND SEWN

• HAND MOLDED

**Kid** for shoes that are wonderful to wear

At BERGDORF GOODMAN in New York

and at other DELMAN Agencies in principal cities



# ENKA RAYON

*Nettie Rosenstein dress  
in Julius N. Werk's Extra Dry  
woven with Enka Rayon yarn.*

*Bonwit Teller, New York*

*Dayton Co., Minneapolis*

*Frost Bros., San Antonio*

*I. Magnin, California-Seattle*

AMERICAN ENKA CORPORATION  
206 MADISON AVE., NEW YORK 16, N. Y.

SCAVULLO





A woman with blonde hair, wearing a yellow hat and a grey Milliken suit, stands against a solid orange background. She is holding a color palette with various shades of brown, tan, and black. The suit is a classic two-piece design with a white shirt and a small brooch at the collar.

# Milliken

100% VIRGIN WOOL WORSTED... a subtle pattern...

one of the many in Milliken's wide range of muted Glen plaids.

Precisely tailored by Rosenblum of California,  
this suit is the perfect classic so necessary in every woman's wardrobe.

Ask for Milliken in the clothes you buy, the fabrics you sew.

Woolens and worsteds by the yard at better stores.

Arnold Constable, New York; Woodward & Lothrop, Washington;

The May Co., Los Angeles; and other fine shops.

MILLIKEN WOOLENS, 1407 Broadway, New York 18, N. Y.





DESIGNED  
BY JO COPELAND  
FOR OUR

PATTULLO  
COLLECTION



NEIGHBORHOODS

DALLAS





**THE CLOCK STRIKES A CENTURY OF FINE FASHION . . . WITH IRENE'S DYNAMIC DANDY**





SUIT AT *Marshall Field & Company* CHICAGO

28 SHOP®, \$295

FEBRUARY 1, 1952



A CENTURY OF SUCCESS



MARSHALL FIELD & COMPANY



*Beni Claire*

*of Paul Parnes*



A CENTURY OF SUCCESS



MARSHALL FIELD & COMPANY

*the finest in fabric gloves*

*Shalimar*

Wise to the way of the weather . . .

Shalimar's hand-sewn gloves

of fine, double-woven cotton . . .

in frolicsome Spring shades.

A. Dainty French knots on a pinch-pleated cuff.

About \$3.00

B. Peaked, cuffed, smartly flared. About \$3.50

C. Eyelet tracery, gently scalloped. About \$3.00

All available in black, white, biscuit and navy.



A CENTURY OF SUCCESS



MARSHALL FIELD & COMPANY

Here's how a fresh eye sees the imported linen blouse:

with a button-down collar that's convertible...

with pockets that are almost the whole blouse. By Adelaar, of course,  
in white, natural, flame, navy, lime, pink, powder blue or French blue.

Sizes 32 to 38. About \$7.95\*

AT LORD & TAYLOR, NEW YORK;

HUDSON'S, DETROIT; ROOS BROS., SAN FRANCISCO; NEIMAN-MARCUS, DALLAS; JOHN WANAMAKER, PHILADELPHIA

*Adelaar*



FOR STORE NEAREST YOU, SEE VOGUE'S BUYING GUIDE, PAGES 238 TO 241 ... OR WRITE ADELAAR, 525 SEVENTH AVE., N. Y.

\*SLIGHTLY HIGHER IN THE WEST • BELTS BY CALDERON

HAPPY BIRTHDAY TO MARSHALL FIELD & COMPANY!



A CENTURY OF SUCCESS



MARSHALL FIELD & COMPANY

# Moordale

## JUNIOR SUITS

a size not an age

*The look of the junior suit. The Moordale Junior suit... selected by the discriminating who are a size not an age. Diversity of silhouette, impeccably designed, hand detailing. Left, all wool worsted sheen gabardine with circular skirt, convertible cuffs, jeweled flower. All spring shades. About fifty dollars. Right, imported worsted rep, detachable pique collar and cuffs, rhinestone pin. Grey, navy, beige. About seventy-five dollars. Both size 7 to 15.*



*Congratulations to Marshall Field & Company on their Centennial Celebration.*

for information write

MOORDALE CASUALS, INC • 337 SOUTH FRANKLIN STREET • CHICAGO 6



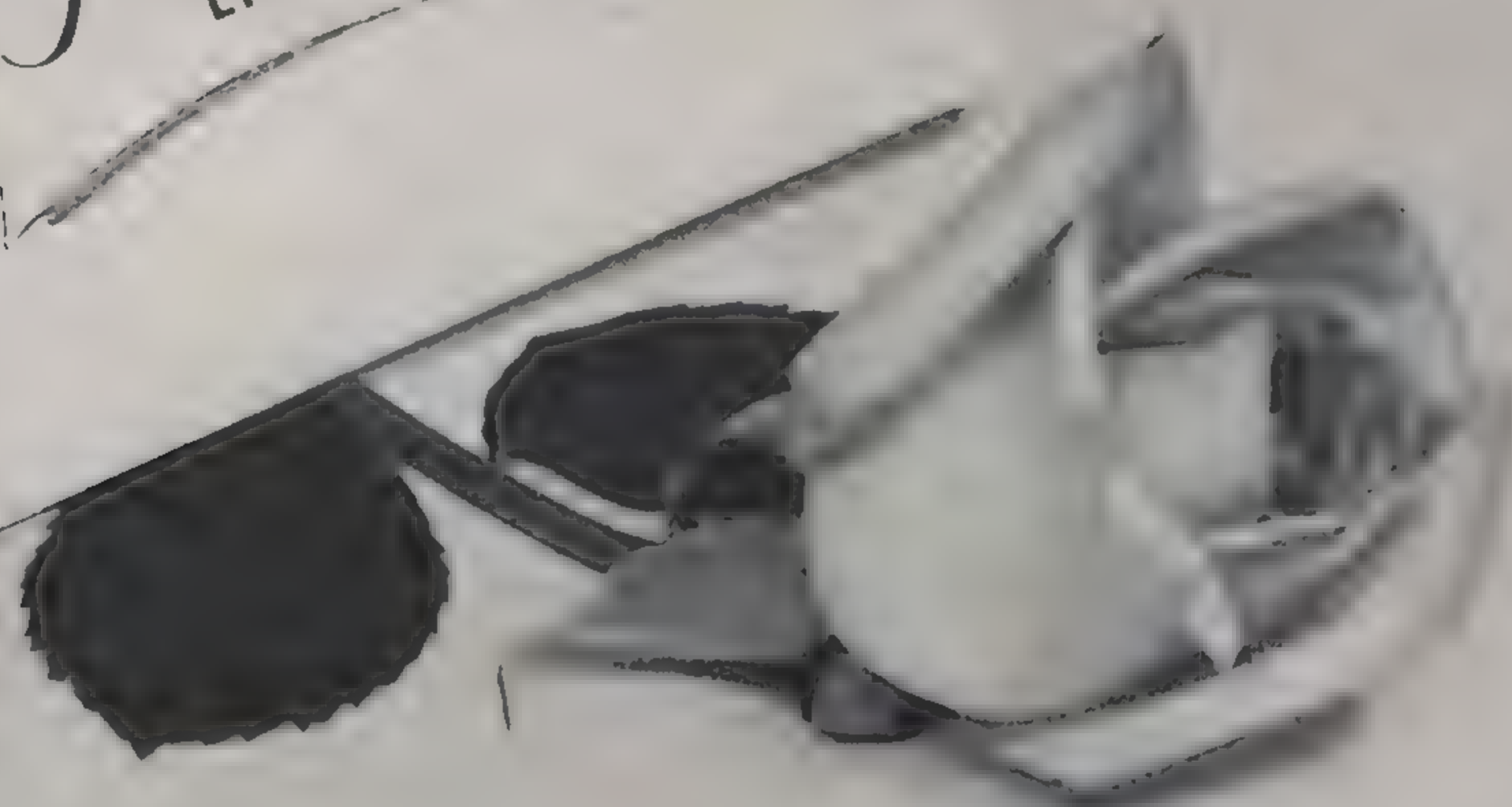
A CENTURY OF SUCCESS



MARSHALL FIELD & COMPANY

# A Natural Alliance

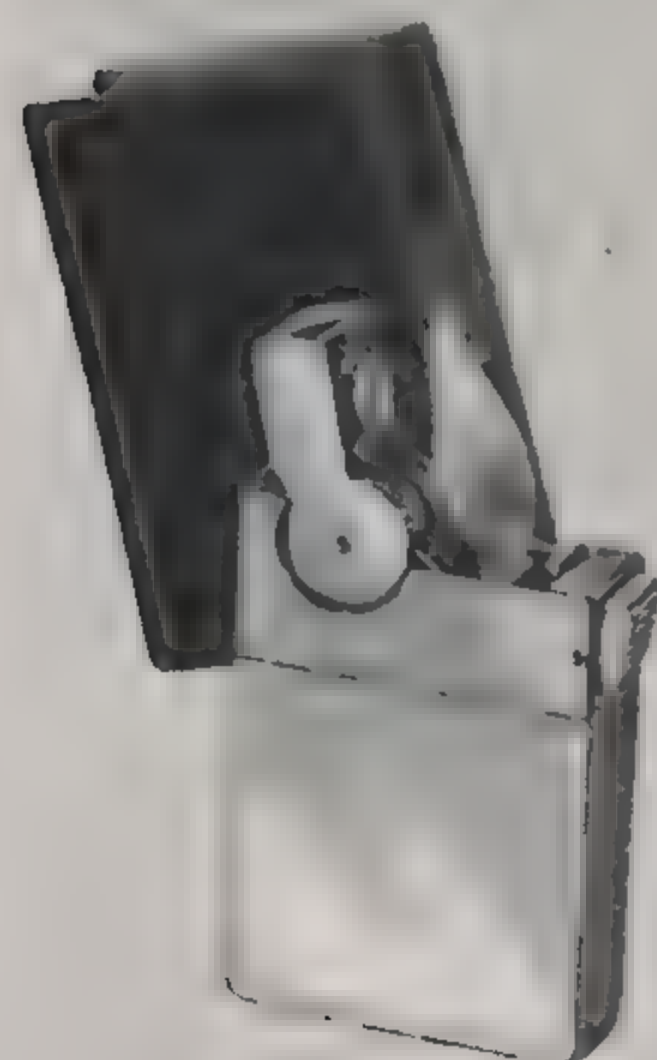
MARSHALL FIELD & COMPANY



**A NATURAL ALLIANCE!**... this great institution which for a century has carefully selected for its patrons the world's finest merchandise... and ASR Ascot, the world's most beautiful lighters. We have always considered the fine things Marshall Field & Company says about our lighters in its own

advertising, one of the greatest tributes our products could achieve. Thanks... and best wishes for the next 100 years!

ASR Ascot Lighters have been given the California Fashion Creators' "Golden Scissors Award" for "distinguished high fashion styling in the lighter field."



**'VOGUE'**... A stunning ASR Ascot lighter that's tiny in size, but gives big, dependable lights. Richly gold plated, with handsome satin-lined calfskin slipcase in Flight Blue, Spanish Red or Green Pepper. \$12.50\*



**HERITAGE**... Here is the most popular table-lighter ensemble in America. Ebony handle makes it easy 'to serve a light.' In costly non-tarnishing rhodium, with year-long flint — \$13.95.\* With matching cigarette urn and companion tray—\$27.50\*



**PAGODA**... Strikingly styled in an oriental motif. Four golden ash trays, ebony stand. Gold finish lighter with Lucite body in ebony, orient red or jade green. Charming black and gold gift box. The lighter — \$14.95.\* Complete Set — \$17.50\*

\*Plus federal tax



## the world's most beautiful lighters

PRECISION **ASR** PRODUCTS



A CENTURY OF SUCCESS



MARSHALL FIELD & COMPANY

the loveliest shades

that ever misted a leg

...the new

"belle tones" in

**belle · sharmeer**

leg-size stockings



**brev**

for slender  
or small legs  
Sizes 8 to 10½

**modite**

for average  
size legs  
Sizes 8½ to 11

**duchess**

for tall,  
larger legs  
Sizes 9½ to 11½

**and classic** for largest legs. Sizes 9½ to 11½





IT'S AN ORIGINALA ★ ★ ★ ★

Tailored by ORIGINALA in STROOCK'S pure Vicuna, Kashmir, Camel's Hair or Originala fleece; the rarest and most precious fabrics in the world. For store nearest you, write: ORIGINAL MODES COMPANY, 512 Seventh Ave., N. Y. 18



# I. MAGNIN & CO.

SAN FRANCISCO • SEATTLE • OAKLAND • LOS ANGELES • BEVERLY HILLS • PASADENA • SANTA BARBARA



Views of our Santa Barbara Store •

THE AFTERNOON DRESS—SPRING 1952 VERSION DESIGNED BY JACQUES FATH FOR JOSEPH HALPERT  
IN GREY PURE SILK FLEK SHANTUNG WITH SOFT UNPRESSED PLEATS AND DETACHABLE BRETON COLLAR  
AND CUFFS OF WHITE PIQUÉ. SIZES 10-16. 150. FROM OUR JACQUES FATH-JOSEPH HALPERT COLLECTION.





Newest, neatest way to take your navy:

a dress of wonderful cut with its own brief bolero.

Above: in wool, with printed silk bow-top.

Opposite page: dress and jacket

in printed silk surah.

*Adele*

Harzfeld's

*Petticoat Lane, Kansas City*





  
Simpson





peanut  
brittle

*perfect*

*taste*

*with*

*spring blues,*

*browns*

*and*

*black*

*Bag by Surrey*

*Andrew Geller's*

*18 West 57th Street, New York and one leading store in your city*

lagarto\* lizard

\*T. M. REG.



*Maurice Rentner*



*Houdon Statue of Washington, Richmond, Virginia*

*over a century in Virginia*  
**Thalhimer's**

*Richmond, Virginia and Sornik Thalhimer's, Winston-Salem, N.C.*



# For women with elegant taste

*Spring's in the air—and in the manner of Morlove's  
enchanted suit or skirt starring blouses in luscious*

*spring shades. Left, sizes 30-44, around \$12.*

*Right, 30-38, around \$10. Both in tissue faille.*

*Bottom, sizes 30-38, around \$12. ALL NYLON.*

*At all fine stores or write,  
Morlove, Inc., 525 Seventh Ave., N. Y. C.*



## MORLOVE

*America's Couturier Blouse*

DESIGNS PATENT PENDING—U. S. PAT. OFF.



"She Knows  
Botany"

LOOK FOR THE BOTANY BRAND  
LABEL ON PRODUCTS FOR  
MEN, WOMEN AND CHILDREN

"BOTANY"  
BRAND  
VIRGIN WOOL  
FABRIC

"BOTANY" IS A TRADEMARK  
OF BOTANY MILLS, INC.  
REG. U. S. PAT. OFF.  
©1982, BOTANY MILLS, INC.

HARRY FRECHTEL, too, knows the fresh, pristine look of "Botany" Brand

Shepherd Check, woven from 100% Virgin Wool . . . uses it adroitly in this smart Spring original.

Botany's new illustrated Spring fashion booklet is YOURS FREE  
if you'll send us your name and address! BOTANY MILLS, INC., PASSAIC, N. J.

C. MAGNIN, ALL STORES • A. DE PINNA CO., NEW YORK

JULIUS GARFINKEL & CO., WASHINGTON, D. C. • AND AT FINE STORES EVERYWHERE



Ever ageless, ever new... **Silk** in the world of fashion



*International* **Silk** *Association (U.S.A.)*

489 Fifth Avenue, New York 17, New York



*the enchanted touch*

*Jewels by*

**TRIFARI**

NOT AUTHENTIC UNTIL IT IS STAMPED ON THE BACK WITH THE NAME TRIFARI

*Jeweleaf* Two charming variations on a Spring theme, set with diamond-like brilliants. Heart-shaped "Jeweleaf" in golden or platinum-toned Trifanium—Pin \$7.50, Earrings \$5.00. Platinum-toned "Jeweleaf" paved with stones—Pin \$17.50, Earrings \$15.00. Everywhere fine fashion-jewelry is sold. Tax extra.



REGAL

HOPSACK BY

*Stroock*

FASHIONED BY

*Harry-Williams, Ltd.*

Harry-Williams, Ltd., emphasizes it with intense, vibrant color . . . tailors it magnificently. Stroock's Hopsack in coats of infinite variety. *Left:* Shrug-shoulder topper. About \$70. *Right:* Full-length classic. About \$85. Both in sizes 8 to 18. At fine stores in most cities, or write: Grossman & Spiegel, Inc., 512 Seventh Ave., N. Y. 18.







*John Hananaka*  
PHILADELPHIA

**A** *Ben Reig*  
*design by Omar Kiam...*  
spring '52 visualized  
for festive afternoons...  
in dark grey all wool  
flannel gleaming  
with satin, glittering  
with rhinestones.  
Sizes 10 to 16. \$285.00  
THE TRIBOUT SHOP



*Curves over pleats...by Brigance of Frank Gallant*



*Frank Gallant Inc., 205 West 39th Street, New York 18, N. Y.*



# Russeks

New York • Brooklyn • Chicago • Philadelphia . . . presents

Jacqueline Perrieres' Nylon Net

Basque . . . translated by Famed

*Don-Ell Fashions*

Layer heaped upon layer of M. Silverman's  
filmy nylon net . . . over a high-buttoned  
basque and far-flung skirt of  
rustling rayon taffeta. Black, navy,  
grey, teal blue or toast-mauve.  
Sizes 8 to 16, \$45, Third Floor.

*Also available in the following outstanding stores of America:*

Kahns . . . . . Oakland, Calif.  
Frederick & Nelson . . . . . Seattle, Washington  
Lewis Fashions . . . . . Miami Beach, Florida  
Lamson Hubbard . . . . . Boston, Mass.  
Frost Brothers . . . . . San Antonio, Texas

Titche Goettinger . . . . . Dallas, Texas  
Richard Healy . . . . . Worcester, Mass.  
Jacobson Stores . . . . . Throughout Michigan  
Jelleffs . . . . . Washington, D. C.  
Lichtensteins . . . . . Corpus Christi, Texas

May Co. . . . . Los Angeles, Calif.  
May Co. . . . . Cleveland, Ohio  
M. O'Neil Co. . . . . Akron, Ohio  
Famous & Barr . . . . . Saint Louis, Mo.  
Russeks . . . . . Detroit, Michigan

Korricks . . . . . Phoenix, Arizona  
Jos. Thal . . . . . Dayton, Ohio  
John W. Thomas . . . . . Minneapolis, Minn.  
J. P. Allen . . . . . Atlanta, Georgia  
H. P. Selman . . . . . Louisville, Ky.



# Virginia Maid

**STOCKINGS  
FOR EVERY  
OCCASION**

Leg-flattering narrow heels and fine straight seams distinguish Virginia Maid stockings. Choose . . . the elegance of 60 gauge nylons, rare pure silks, the foot-pampering SOLE SECRET® styles . . . or others of the beautifully fashioned, proportioned stockings by Virginia Maid. And each style comes to you in the freshest new shades imaginable.

SHOES BY EVINS

VIRGINIA MAID HOSIERY MILLS, INC., PULASKI, VIRGINIA • NEW YORK OFFICE, 2713 EMPIRE STATE BUILDING





NETTIE ROSENSTEIN

authors her most fabulous ball gown

of the year... layer upon layer of ethereal nylon net,

garlanded with lace, in midnite navy

*Sakowitz* HOUSTON  
THE NEW STAR IN TEXAS





From our Brownstone collection—the elegance and romance of the past captured in the clothes of today. In rayon-and-acetate organzine taffeta by William Rose, navy, brownstone, bluestone, black. Each about \$110

B. Altman & Co., New York; Julius Garfinckel, Washington; Woolf Bros., Kansas City; The Montaldo Shops. *For other fine stores, see listing at back of book.*

*Martini Designed by* **Sylvan Rich**



*Gouunkers*  
 French Room



Des Moines 6, Iowa



*Maurice Rentner* Superlative design...  
 matchless fabric, Lesur Lainacca. Water lily or  
 navy. 10 to 20. \$275

Hat by Mr. John



*good taste... good fashion!*

A flavor, a fashion that can't be copied. There's only one Bénédictine . . . still made from the secret formula discovered by the monks in 1510 . . . bottled in the cellars of the ancient abbey at Fécamp, France. Bénédictine is America's favorite imported after-dinner liqueur.



D. O. M

# Bénédictine

*La Grande Liqueur Française*

86 Proof

*also try Bénédictine's own bottled B and B Liqueur*

For those who prefer a drier liqueur . . . the one and only Bénédictine, skillfully blended with fine Cognac. Also bottled at Fécamp, and imported for smart America's enjoyment.



For 4 liqueur glasses (shown)  
send \$1. to Julius Wile Sons & Co., Inc.,  
Dept. V, 2 Park Ave., N. Y.  
Sole U. S. Agents  
Let this seal be your guide to quality





The brief dinner dress . . in glowing Benedictine silk shantung taffeta. About 90.

*Hannah Troy*

SAKS FIFTH AVENUE, ALL STORES  
 RICH'S, ATLANTA  
 THE GIDDING CO., CINCINNATI  
 STRAWBRIDGE & CLOTHIER, PHILADELPHIA

Jewels—CARTIER

FEBRUARY 1, 1952

You can buy this merchandise at stores listed (Vogue's Buying Guide) p. 238.



*We suggest*

**Bénédictine**

*Perfect complement to a perfect costume*

**Archer**

*knitted-to-proportion stockings for lovely women*



**TRY THE 3 T'S FOR SIZE.** Archer exclusive white Neline stripes identify leg size: **TRIM**, 4 stripes for petite or slim legs; **TWEEN**, 5 stripes for typical or model legs; **TAPER**, 6 stripes for tall or fuller legs. Archer Mills, Inc. Columbus, Georgia. 350 Fifth Avenue, New York





THE DIAMOND LOOK®

*Tones of blue  
shading from navy to azure.  
Also available in crystal  
and Benedictine. \$5.00 to \$15.00*

BY **KRAMER**

*At the finest stores everywhere.*

*Kramer Jewelry, 48 West 37th Street, New York 18, N.Y.*





NEW YORK • SAN FRANCISCO • CHICAGO  
**SAKS FIFTH AVENUE**  
BEVERLY HILLS • DETROIT • PITTSBURGH • MIAMI BEACH • PALM BEACH

**TWO-PART SPRING STORY:** Rentner's lined weskit-cut jacket in a season hipped on hip emphasis, and skirt that illustrates the penchant for flare in a new way. Imported LeSur cloth with an emblem on the collar. Grey or navy. In sizes 10 to 16. Dress Collections.





NEW YORK • SAN FRANCISCO • CHICAGO

# SAKS FIFTH AVENUE

BEVERLY HILLS • DETROIT • PITTSBURGH • MIAMI BEACH • PALM BEACH

H. Saks

**TWO ON THE AISLE:** Sophie's charming Spring theatre-goers, a rayon crepe sheath rhinestoned and ribboned all over. In Sophie pink or white. And dramatic coating of silk taffeta in new benedictine, kelly or red. Misses sizes. Dress and Coat Collections.



**Dobbs** at the Waldorf  
PARK AVENUE AT 49th STREET, N. Y. C.

The Dobbs **Perky** \$12.95\*  
\*Light colors slightly higher.



*He likes you in tailored clothes... and Dobbs makes the finest suit hats you can buy. \$8.95 and up.*

AT FINE STORES EVERYWHERE

## VOGUE'S 17th PRIX DE PARIS

### THESIS TOPICS

For those contestants who have been notified  
that they are eligible to submit a thesis.

Choose your thesis subjects  
from one of the following topics:

1. In your opinion, what, if anything, other than the presentation of fashion news, does Vogue contribute to the community in which you live, or to your own life?
2. Imagine that you are the accessories editor of the Vogue accessories issue for spring. Outline your plans for the issue, giving the general theme, copy for the Vogue's Eye View, ideas for the major illustrations, layouts and titles for individual pages (shoe pages, glove pages, hat pages, et cetera).
3. What is your opinion of the Vogue's Eye View in this issue? Do you think it is better to devote the Vogue's Eye View to fashion, or to non-fashion subjects? Plan and write a Vogue's Eye View for the Christmas issue, or one for the Americana issue.
4. List five features, other than fashion, that you would like to see regularly included in Vogue's pages. Select and develop one of these features.
5. If next year you expect to become a member of the professional world, tell why you have chosen your field, and what you hope to accomplish.

Mail your thesis—before midnight, March 1, 1952—to:

VOGUE'S PRIX DE PARIS DIRECTOR  
420 Lexington Avenue, New York 17, N. Y.

## "Flower Modes of the Month"

ALL THESE IN BENEDICTINE



The fake violet corsage also in violet and white. The silky cluster of roses... in pink and red, too. The plump, plump carnation also in white, pink and red.

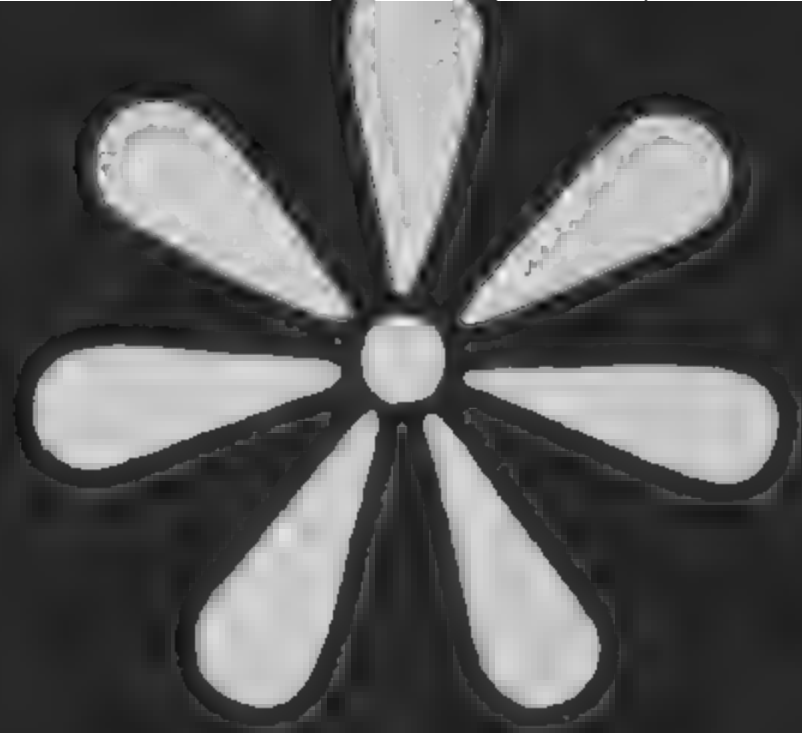
Each with its own pin, about \$2.

\*Flower Modes Ltd. 17 East 37 Street, New York 16

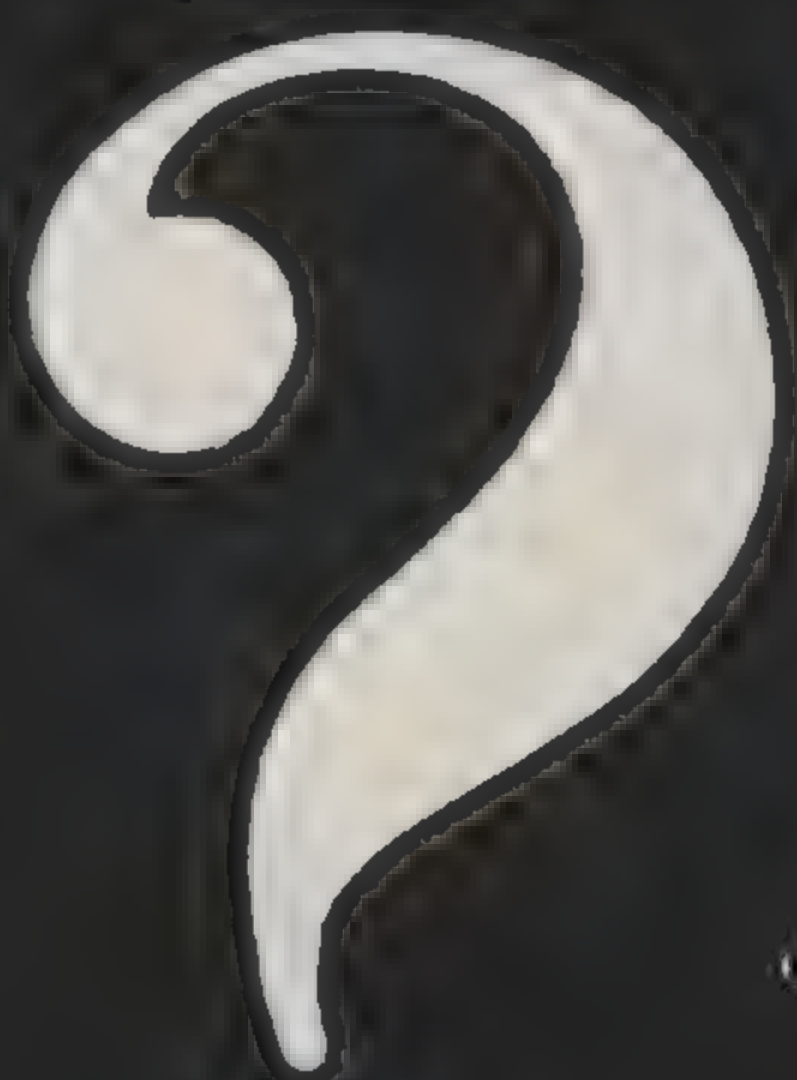


At all Saks Fifth Avenue stores, and other fine stores everywhere.





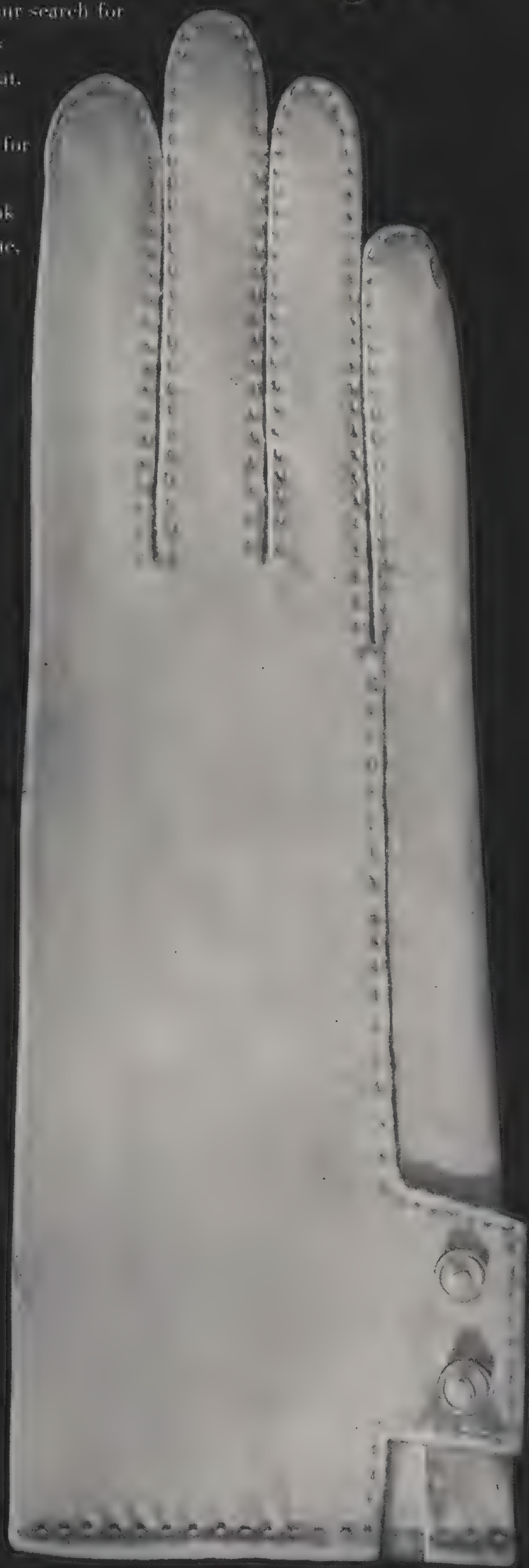
perfect punctuation for any fashion...a *Wear-Right* glove



You can put a period to your search for the perfect tailored glove, for here's

PREVIEW — short, neat, beautifully detailed, a crisp exclamation point for your new Spring suit.

Hand-sewn full shrunk double-woven cotton in white, benedictine, and basic colors. \$3.50





*Good morning*



*Your  
suit's  
Cardinal  
companion*

designed by **PALTER**  **DE LISO**

**DE LISO**

*debs St. Louis*





SAKS FIFTH AVENUE (all stores); DAVISON PAXON, Atlanta; FROST BROS., San Antonio

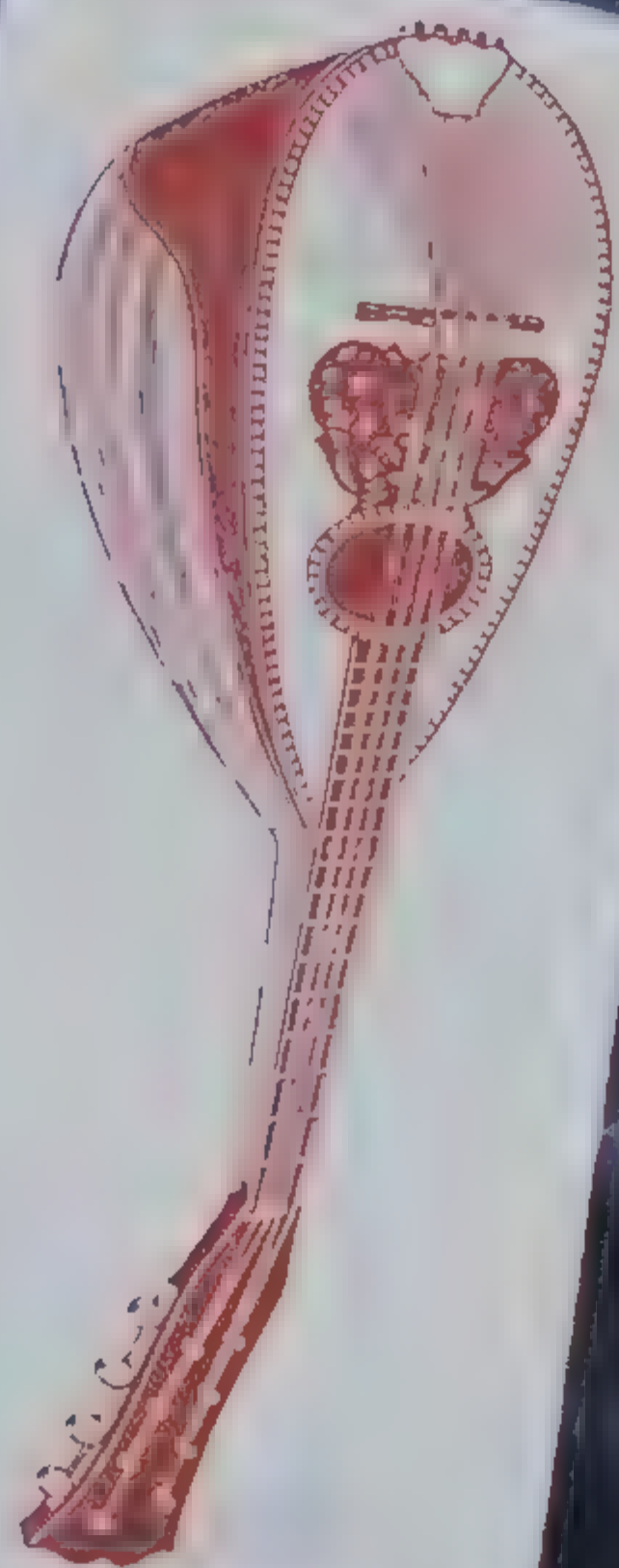
GOOD MIXING: **Rayon and Bénédictine**

*Jean Dessès designs a romantic negligee for Raymodes  
in Bénédictine . . . In a Soap 'n' Water\* rayon  
shantung, Tebilized,\* of Avisco rayon.*

*Avisco*®



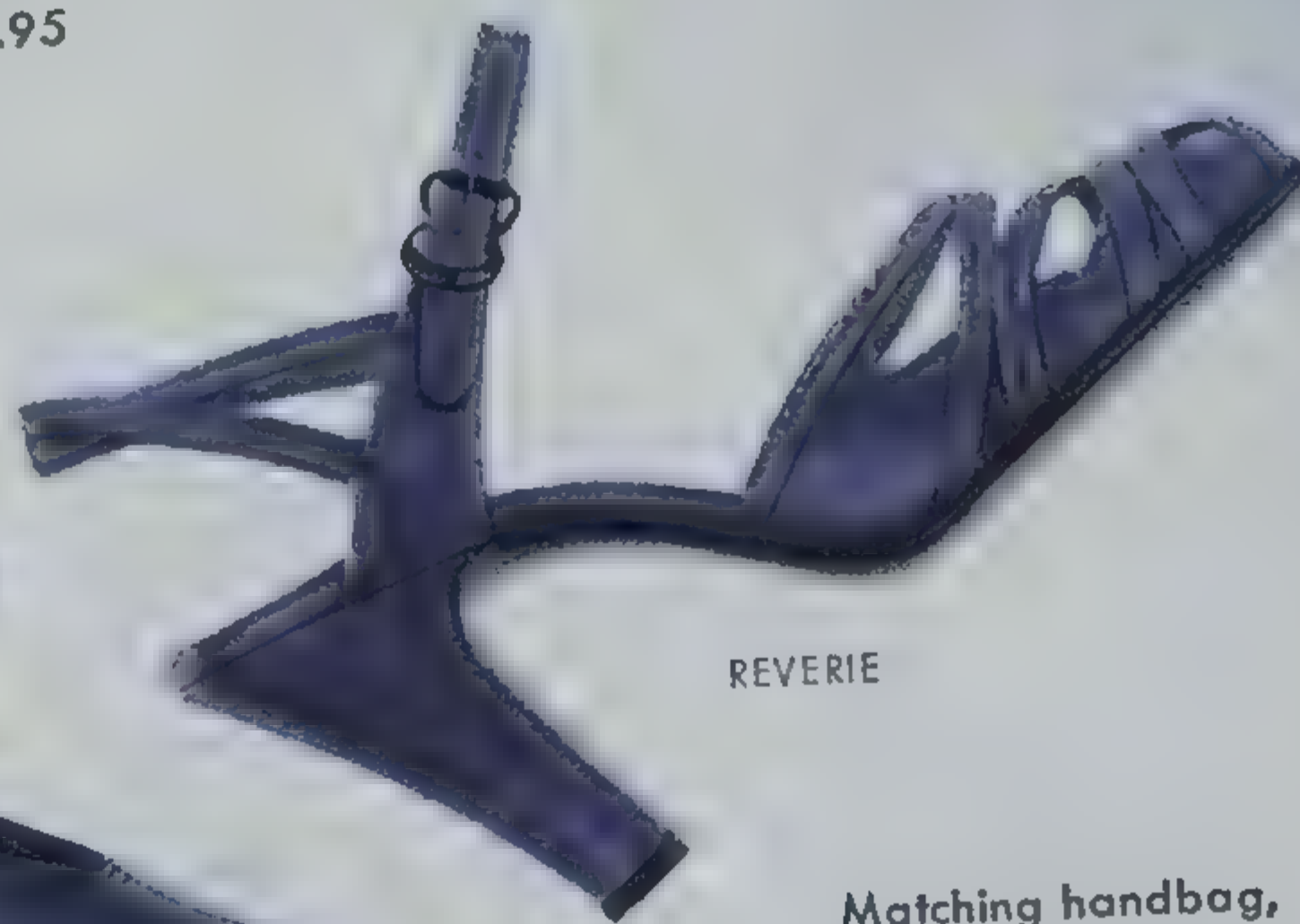
# St. Louis Blue



Shoes illustrated, **10<sup>95</sup>** and **11<sup>95</sup>**  
 Funsters, 8.95 to 10.95  
 Platforms, 12.95  
 Higher Denver West



CLASSIC



REVERIE

Matching handbag,  
 10.95 plus Federal tax

The newest note in fashion. A true, brilliant blue.  
 In harmony with spring. And wait till you feel it on your foot.  
 This leather is the softest and smoothest of baby kid.



These "St. Louis Blue" Naturalizers feature Heyl Chevreux imported from one of the oldest and finest tanneries in Europe—another example of our search for the best. Naturalizer Division, Brown Shoe Company, St. Louis.

# Naturalizer<sup>®</sup>

the shoe with the beautiful fit



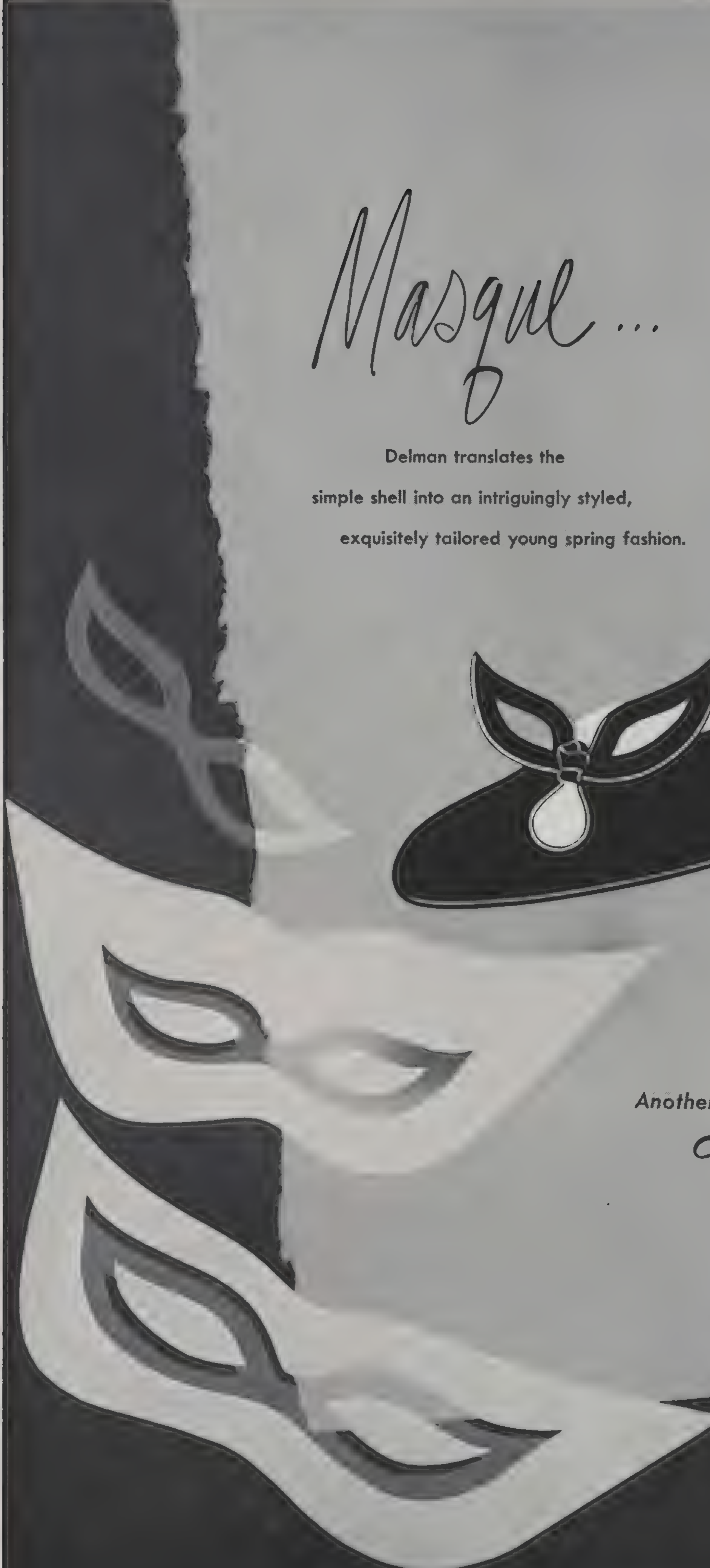


*Suddenly the necklace takes on a new importance  
...in the Golden Manner of*

**Monet**  
Master Jeweler

AT BETTER STORES





Masque ...

Delman translates the  
simple shell into an intriguingly styled,  
exquisitely tailored young spring fashion.



Another *Delmanette*  
styled by *DELMAN*

Delman is recognized as America's foremost  
shoe creator by fashionable women everywhere.  
Most Delmanettes \$14.95 to \$18.95.

Write Delmanette,  
Twenty-First at Lucas, Saint Louis, Missouri,  
for the name of your nearest retailer.





# JULIUS GARFINCKEL & CO.

IN THE NATION'S CAPITAL

OMAR KIAM OF BEN REIG USES BUTTONED EMPHASIS FOR THE JUTTING, IRREGULAR TUNIC OF THIS SOFT FLANNEL DRESS.

TONI FRISSELL

IN NEW YORK AT DE PINNA







Eloquently expressed for spring...the crisp rayon taffeta coat with a burst of soft back pleats. Navy, mauve, grey, gold, slate blue. Sizes 8 to 16. About \$85.

**Willi** turns a fabulous fabric into a fabulous coat

For the name of the store nearest you, write Will Nemerov, Inc., 500 Seventh Avenue, N.Y.





*WILLI does a suit of contrasts: a box jacket, worn belted here, over a strict, straight skirt. In Montagnac tissue worsted imported from France, the blended grays seasoned with red. 119.95*

HAT BY CHANDA

in Southern California — the **BROADWAY**

LOS ANGELES

HOLLYWOOD

PASADENA

CRENSHAW

WESTCHESTER



PHILIP MANGONE







THE DAYTON OVAL ROOM®  
MINNEAPOLIS



# Look ahead to beautiful days...



**P**LAGUED with "combination" skin? Long before the weather puts on its bright Spring face, yours can look fresh, clear, prettier than ever! The Dorothy Gray "Rule of Three," described at right, is custom-made for part-dry, part-oily skin.

P.S. If your skin is dry, oily or normal, Dorothy Gray has a "Rule of Three" designed for your skin type, too.



**RULE 1, IS CLEANSE**—with smooth-textured Salon Cold Cream, \$1.25 to \$4.00. (For very oily areas, use Cleansing Cream, Liquefying, \$1.00 to \$4.00.)



**RULE 2, IS STIMULATE**—to help counteract obvious pores, oily areas, pat briskly with non-drying Texture Lotion, \$1.00 to \$3.75.



**RULE 3, IS LUBRICATE**—to help soften and smooth dry areas, keep oily areas supple, lubricate with Special Dry-Skin Mixture, \$2.25 and \$4.00.

*All prices plus tax.*

## Trust Dorothy Gray... *America's loveliest women do!*



The Philadelphia Shop  
STRAWBRIDGE & CLOTHIER

Philadelphia ~ Ardmore ~ Jenkintown



Paul Parnes



## HOW TO POSTPONE YOUR AGE



### Two important medical discoveries combine to make women look years younger

What are they? How can you do it? They are science's two miracle workers—hormones and ozonides. ESTROLAR (and only ESTROLAR) combines these two youth-giving substances in one remarkable product—ESTROLAR CREAM.

The ozonides in ESTROLAR CREAM actually give back true *oxygen* to your skin. This starts your blood circulating more briskly. Tends to lighten dull, sallow skin . . . drive away the roughness and bumps of age . . . bring back the glorious brighter bloom and color of youth!

The potent *estrogenic hormones* in Gourielli's ESTROLAR CREAM sink deep into your inner skin, helping it look firmer, fuller and *years* younger. They even help make *wrinkles* disappear!

Massage ESTROLAR CREAM on your face from 5 to 10 minutes every night. You will see results in just a few days. A month's treatment produces wonders—like seeing 10 years drop off your age. *Remember—only Gourielli's ESTROLAR contains ozonides plus potent estrogenic hormones.* A 30-day supply for 5.00 plus tax.

**For a quick beauty pickup** you'll love Gourielli's FIVE O'CLOCK MASQUE. After a tiring day, or before a luncheon or dinner party, use this magically bracing masque that erases fatigue, helps tired skin brighten and bloom. A luscious semi-liquid, soft as pink velvet, it smooths skin, temporarily removes fine lines, brings a fresh, radiant glow. You'll be delighted, too, how much prettier your make-up looks on your freshened, brightened complexion! About 30 applications, 3.50 plus tax.

**GOURIELLI, INC.** 16 E. 55th St., New York 22





A this-Spring

'wool costume in contrast . . .

Suit in Forstmann's Milateen

Coat in Forstmann's Graciana

. . . both in blue, magnolia,

pink or navy . . . suggesting new

slenderness in sizes 36 to 46

Suit—\$115    Coat—\$110

TERBILLY  
Lane Bryant by

*Louis Workman*

Lane Bryant

New York • Brooklyn • Chicago • Philadelphia • Baltimore • Detroit • Pittsburgh • Cleveland • St. Louis • Minneapolis • Miami Beach • Miami





slim they are, fragile they are, with a hint of the tapered toeline, with a splatter of freshest white against the season's newest blue: Accent's fittest of all shoe fashions for this spring!

\$995 & . \$1095

*Slightly higher Denver west*

*poke dots*

ACCENT SHOE COMPANY, DIV. OF INTERNATIONAL SHOE CO., 1509 WASHINGTON AVENUE, ST. LOUIS 3, MISSOURI



Edith Small

imported english worsted pincheck... white and contrasting corded touches on winging cuffs and asymmetric collar







*Bienen-Davis*

SHADES OF THE OLD MUSIC ROLL... THE LONG, SLEEK LOOK UNFOLDS TO REVEAL A HANDSOMELY  
 FITTED INTERIOR. **CALF** IN BLACK, BROWN, NAVY, RED, TAN, \$35.00. **SUEDE** IN BLACK, NAVY, \$35.00.  
**FAILLE** IN BLACK, BROWN, NAVY, \$25.00. **PLASTIC PATENT** IN BLACK ONLY, \$25.00. SLIGHTLY HIGHER ON THE  
 WEST COAST. AT FINE STORES EVERYWHERE, OR WRITE: **BIENEN-DAVIS**, 159 MADISON AVE., NEW YORK 16, N.Y.

PLUS 20% FEDERAL TAX  
 \*REG U S PAT OFF  
 STYLE PATENT PENDING





*tailored by*  
**Handmacher®**

# AMERICA LIVES IN HANDMACHER SUITS

AMERICA PROGRAMS a busy day in the suit that says you do things with taste...because good taste travels with the Handmacher label. So does the fit and feel of an expensive suit. Here, a wonderful design, collared a new way, widely skirted and expensive in every detail but price. Only \$70. In Miron worsted, gabardine or mutation flannel, misses' and junior sizes. At one fine store in your city. For its name, write Handmacher-Vogel, Inc., Dept. V21, 533 Seventh Ave., N. Y. 18.



COMES SPRING... and Dorothy Korby's fancy turns to nylon! A French-inspired blouse with all the delicacy of a precious hand-made. In luxurious nylon sheer and dyed-to-match nylon lace... to whisper sweet things to your new Spring suit. In white, champagne, mauve, sizes 32 to 38. About \$8. Dorothy Korby, 1410 Broadway, New York 18, New York.

*the House of Color*

*Dorothy Korby*



*At Best & Co., Fifth Avenue, New York City and...*

Regensteins Peachtree, Atlanta, Ga.  
M. E. Blatt, Atlantic City, New Jersey  
Stewart & Co., Baltimore, Maryland  
Adam Meldrum & Anderson, Buffalo, New York  
Carson, Pirie, Scott, Chicago, Ill.  
John Shillito Co., Cincinnati, Ohio  
Higbee Co., Cleveland, Ohio

A. Harris, Dallas, Texas  
The J. L. Hudson Co., Detroit, Mich.  
G. Fox, Hartford, Conn.  
Foley Bros., Houston, Texas  
J. W. Robinson Co., Los Angeles, Calif.  
John Wanamaker, Philadelphia, Pa.  
Hanny's, Phoenix, Ariz.

Joseph Horne Co., Pittsburgh, Pa.  
McCurdy's, Rochester, N. Y.  
Stix, Baer & Fuller, St. Louis, Mo.  
Schuneman's, St. Paul, Minn.  
Auerbach Co., Salt Lake City, Utah  
Lasalles, Toledo, Ohio  
Hecht Co., Washington, D. C.  
Geo. Innes Co., Wichita, Kansas



the color is

*Current*



*Schumann*

PACIFIC MILLS, WEAVERS OF FINE WOOLENS, WORSTEDS, COTTONS AND RAYONS

the **PACIFIC** Craft Fabric is fresh, soft-draping **Verdona**

Smoothly sculptured 100% wool worsted crepe in Current, vibrant new blue—created by Pacific Mills—originators of this spring's inspired new Seascape Tones. Century of California uses it in a neatly outlined suit with highly flattering quilted detail around the smooth-shouldered jacket. Also in black, navy, yarn-dye gray, blue or green. Sizes, 10½ to 24½. Write to Pacific Mills, Dept. V-2, 261 Fifth Avenue, New York, for the name of your nearest store featuring this suit. Among these stores are the following:

B. ALTMAN & CO., New York

J. W. ROBINSON CO., Los Angeles

CARSON PIRIE SCOTT & CO., Chicago



THIS LABEL MEANS FINE FABRIC  
... IN FASHION COLORS





**AMERICAN GOLFER COTTON COUP**—the smartest pair you're likely to find in the crispest fabrics we've yet to see . . . *Soap'n'Water*® Everglaze, permanently finished, unconditionally washable. Spring-through-summer mainstays, planned to be the busiest cottons you'll own . . . with the easy action-lines and careful detailing that is so unmistakably American Golfer.

**BEST & CO.**  
Fifth Ave., New York 22 N. Y.

*Left: Taffa-ticking stripes* — red, black or blue against white.

High buttoning halter, 10 to 18. (V-1) 4.50 Whirl skirt, 10 to 18. (V-2) 6.95

*Not shown:* Shorts in 10 to 18. (V-3) 4.25 Shoulder revealing dress, 10 to 16. (V-4) 10.95

*Right: Taffa-checks* — aqua with brown, pink with brown, gold with brown. Every-wear dress with gentle shoulders, curving collar, yards-wide skirt and cuffed hip pockets. 10 to 20. (V-5) 15.00

*Mail orders filled. Address Section 6. Please order by Style Numbers. Postage prepaid everywhere in the U.S.*

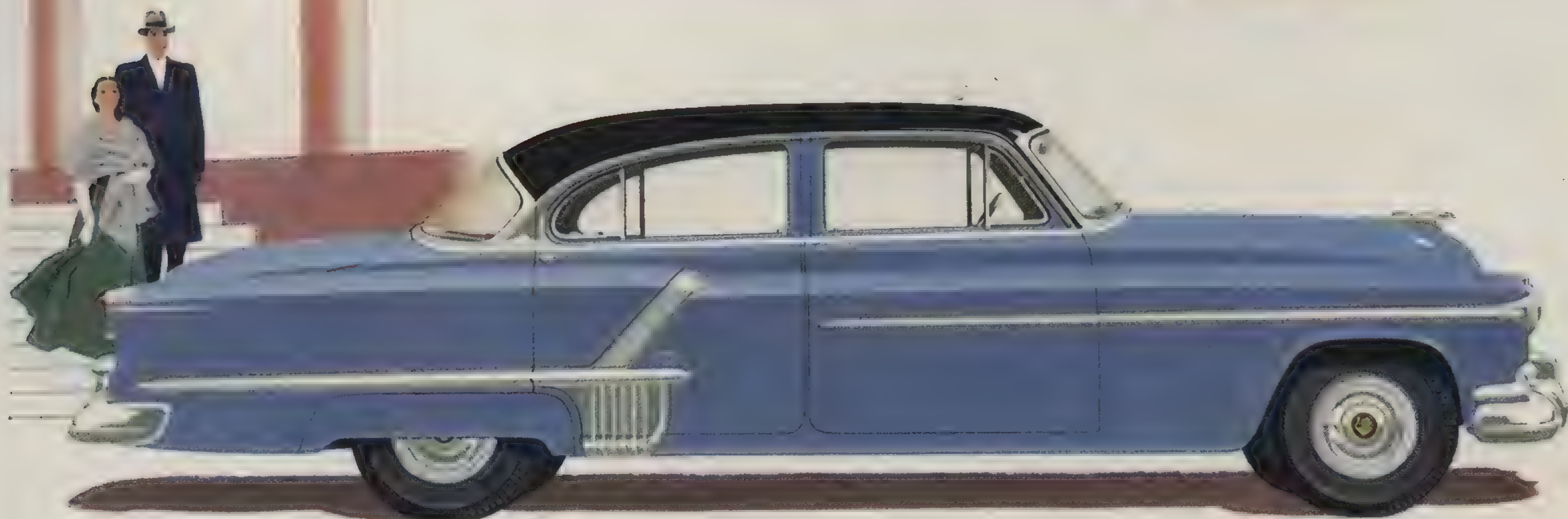
AND BRANCH STORES . . . AND GOOD STORES EVERYWHERE. MADE BY STRAUS, ROYER & STRASS, INC., BALTIMORE 11, MD.



# OLDSMOBILE

presents a

## modern classic



*Oldsmobile Hydra-Matic Super Drive, GM Hydraulic Steering and Custom-Lounge Cushions optional at extra cost. Equipment, accessories, and trim illustrated subject to change without notice.*

*Above, Oldsmobile Ninety-Eight 4-Door Sedan. A General Motors Product.*

### NEW "ROCKET"

## *Ninety-Eight*

### FOR 1952

*This is a "Classic" . . . a "Classic" by Oldsmobile! This is the magnificent new Ninety-Eight! Never before has any Oldsmobile approached this car in beauty, in action, in all-around luxury! The extended rear deck gives this Oldsmobile a new "long look"—a classic new beauty all its own! It's classic in action, too, with Oldsmobile's amazing new 160 horsepower "Rocket" Engine! Oldsmobile's new Hydra-Matic Super Drive adds a brand new "Super" Range for brilliant new performance! New GM Hydraulic Steering takes out the effort—leaves in the "feel" of the wheel! You ride on luxurious new "Custom-Lounge" Cushions! Interiors are far and away the finest in the history of Oldsmobile! This is a modern motoring "Classic" in every wonderful way—Oldsmobile's Ninety-Eight for 1952!*





Marionettes by Frank Paris


**Cruiseline designs by Shamokin.** From these 14 patterns, sailing along with the Shamokin family, you'll pick the styles that will make you fashion news wherever you go. All gay, light and airy...all from Shamokin, the world's largest fancy fabrics specialty house.

**SHAMOKIN** WOOLEN MILLS, INC., 450 Seventh Avenue, New York 1, New York

*Today's Finest Fabrics — Tomorrow's Finest Fashions*

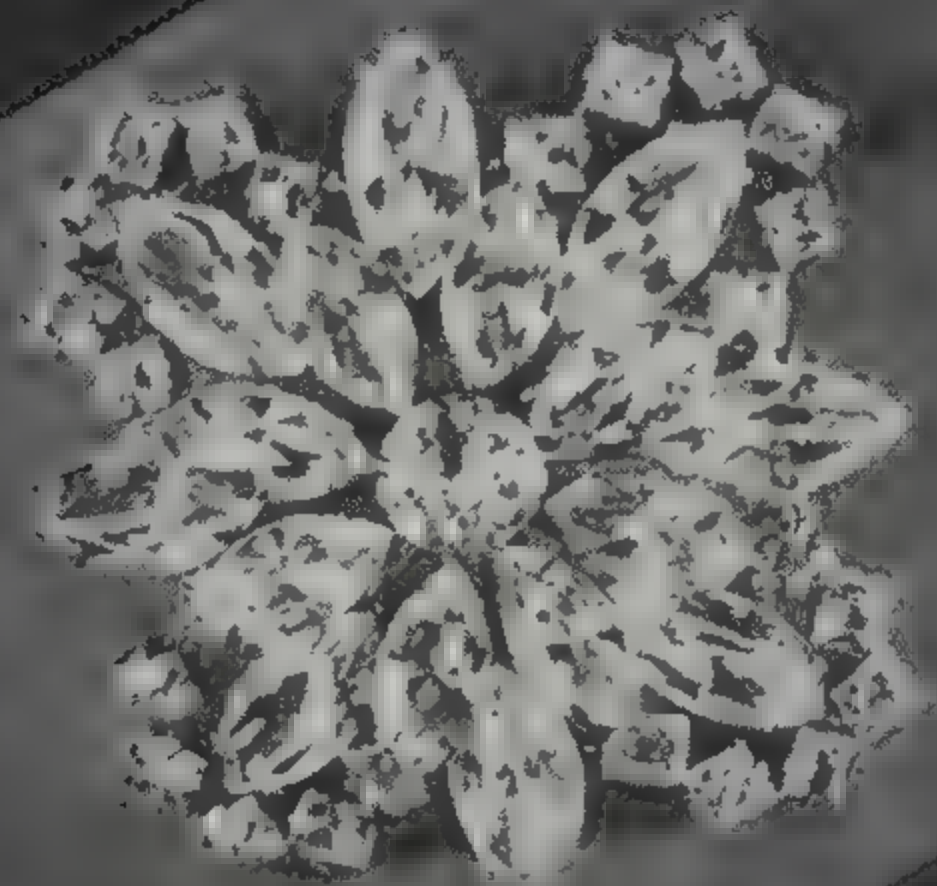
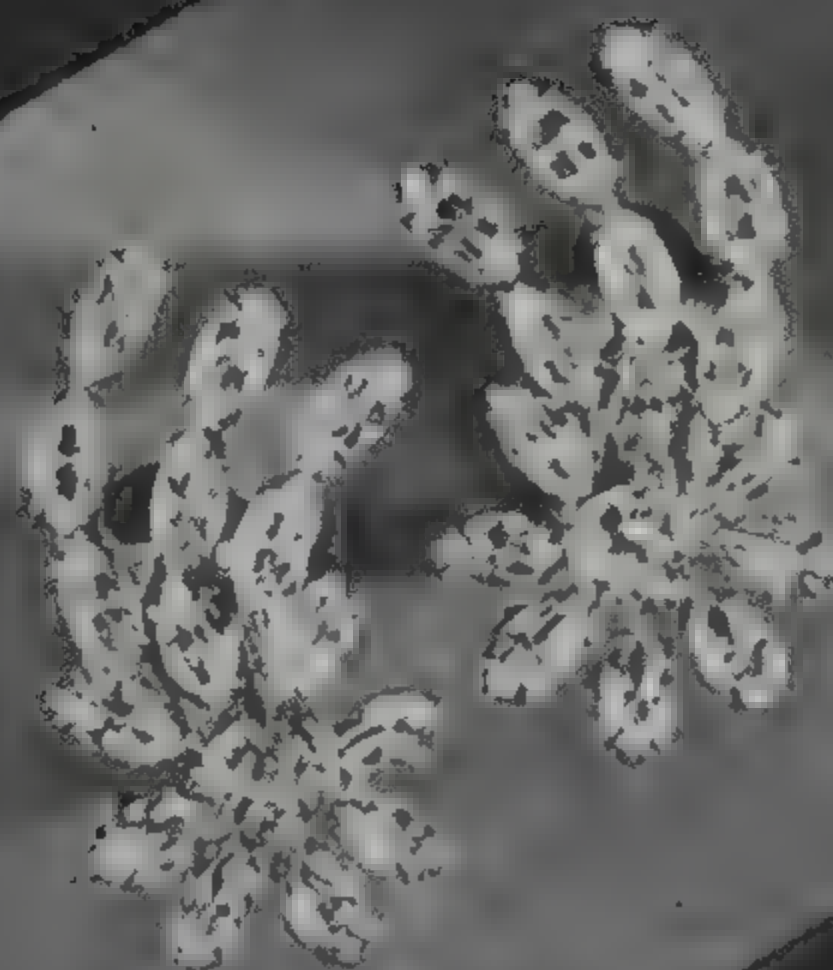
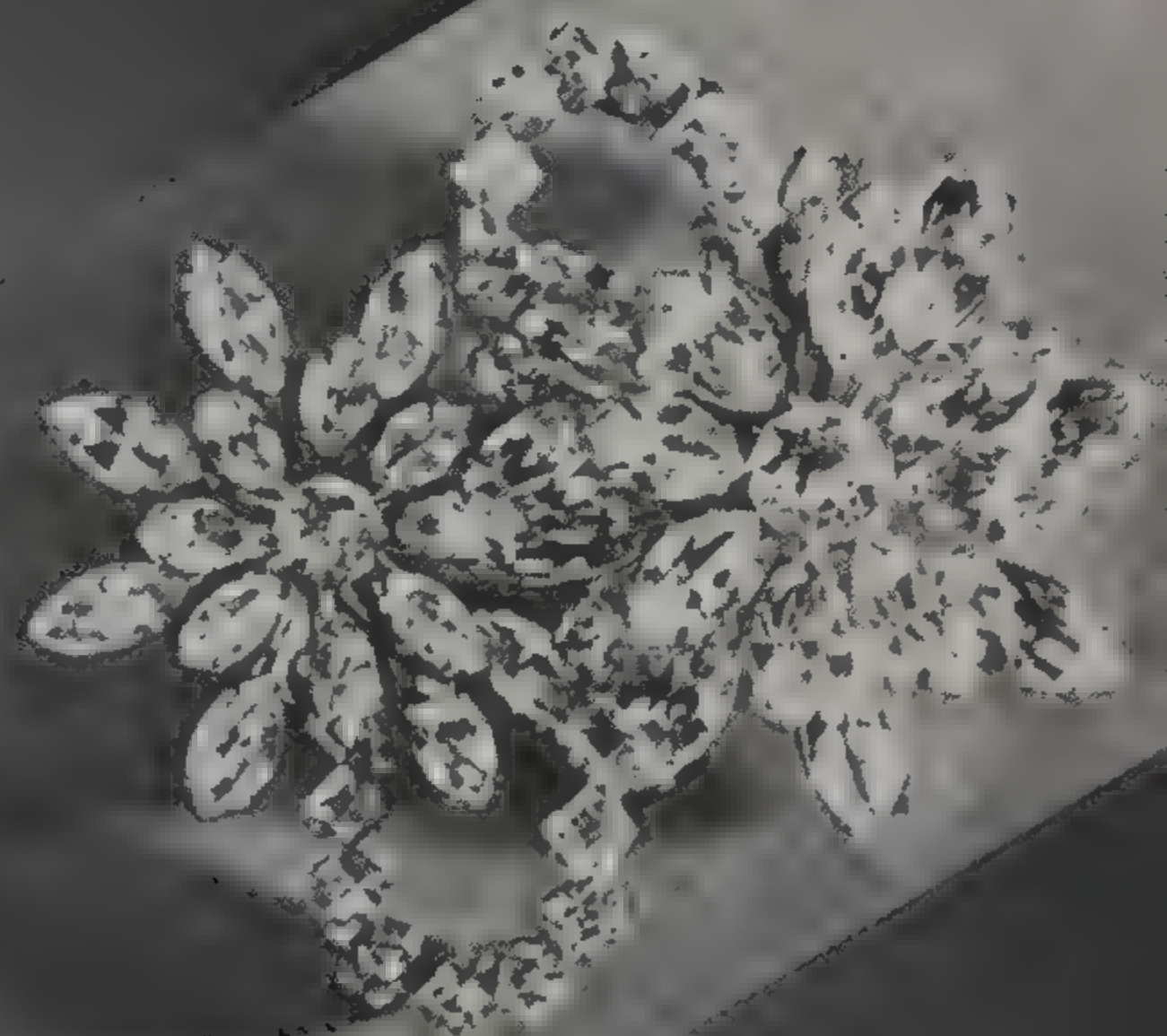






*Eisenberg's*

wings off on a tangent... dramatic collar caught with one button. One cuff has one button, too. White linen on a slim dark dress, fully buttoned, belted in patent. In Forstmanns chiffon wool, \$90. Handsome sheer rayon, \$70. **EISENBERG ICE\*** blooms in delightful "flower-and-ribbon" designs for Spring. Pins, \$17.50 and \$27. Earrings, \$20. Plus tax.



**EISENBERG ORIGINALS**

22 West Madison, Chicago 2




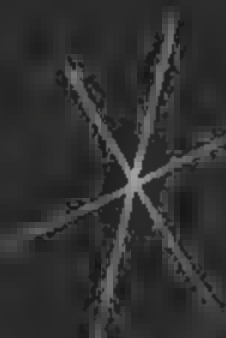




Only  
by

# Vanity Fair

 Lingerie excitement  
and chic loveliness  
interpreted in  
that fabulous  
Vanity Fair nylon tricot  
and nylon net,  
astonishingly  
economical and practical.  
Delightful gown #2-9-77  
enhanced by touches of  
the exquisite net printed in  
a design of roses.  
The perky bedjacket #6-6-77  
entirely of rose-print net  
lined with  
Dawn Pink net.  
Gown about \$29.95  
Jacket about \$16.95







*Lo Balbo*

*At the quality shop in your city or write*

**Leto Cohn LoBalbo**

512 Seventh Avenue, New York 18, N. Y.

Coat Dress in

Douppioni Silk



# FORMULAYER... true beauty cream

goes to the root of the trouble to make beauty bloom again

Dry skin has been flooded with words and soaked with creams. But still more beauty dies of thirst than for any other reason.

Harriet Hubbard Ayer has discovered why: dry skin can soak up creams by the jars full, but not a drop may penetrate second-skin deep to the thirsty roots of beauty.

Harriet Hubbard Ayer has found the answer, too: Formulayer keeps under-skin moist—corrects dry skin where it starts, second-skin deep. Change to Formulayer—look forward to seeing years of difference in weeks!

**HARRIET HUBBARD AYER**  
**390 PARK AVENUE, NEW YORK 22**



3.50 plus tax  
At leading  
cosmetic counters  
everywhere

*another Ayer first for beauty*



# TREASHEER



Burlington's lively new rayon sheer turns up in one of the year's prettiest dresses. The "Treasheer" dress with all those extravagant tucks—in black, with black or red dots on white—navy, with navy or red on

white. Sizes 10 to 20 at all these stores (and lots more listed in Vogue's Buying Guide). BEST & CO., New York; HARZFELDS, Kansas City; NEIMAN MARCUS, Dallas; and all I. MAGNIN coast stores. About 50.00

# BURLINGTON

Burlington Mills 





*Joseph Rulpert*

COLLECTION  
DESIGNED IN AMERICA BY  
**JACQUES FATH**

**LORD & TAYLOR, I. MAGNIN, JULIUS GARFINKEL, NEIMAN-MARCUS**



**Where quality**

**is the**

**first consideration in a fabric**

**there is**

**no substitute for**

**A C E T A T E** . . . . .

*the beauty fiber*

Onondaga uses Celanese\* acetate to achieve the crispness,  
the richness of this gently lustered jacquard. Monte-Sano and  
Pruzan handle it with exquisite perfection in a soft suit for many  
important looking-your-loveliest moments. Leading mills every-  
where use acetate to achieve their most distinguished fabrics.

Sizes 10 to 16. In grey, as shown. About \$185.  
At all Saks Fifth Avenue stores.

\*Reg. U. S. Pat. Off.

**Celanese** CORPORATION OF AMERICA, New York 16













# Rogers

revolutionary new

circle-cut nylon tricot slip.

Margined with fine corde embroidery  
on bobbinette at the slender top  
and all about the wide, circular hem.

Black, white. 32 to 38, 8.95.



*If you are unhappy because you look older than your years and your friends...  
then this true story may change your life.*

# *The Remarkable Story of Jacqueline Cochran and the Wilted Corsage*

A million women have worn a million corsages, only to see them wilt sadly, all too soon. But one woman saw more than nature taking its ruthless course. Jacqueline Cochran alone saw a great truth in her faded bouquet: aging dehydration is the remorseless enemy of beauty, withering a youthful skin as devastatingly as it wilts a flower. She realized then that the dewy look of youth depends upon moisture...not upon thick greases as women had always been told.

***“Buttering” your face won’t help***—Jacqueline Cochran was a noted cosmetician for years before she became world famous as our greatest woman flyer. She had long known that slathering skin with heavy, old-fashioned creams and unguents produced nothing but an ugly, greasy look. She then dedicated herself and her staff of chemists to developing a greaseless flowing beauty formula that would actually bring moisture to the skin, and keep it there. This formula is Flowing Velvet, a unique achievement

• *Jacqueline Cochran, who saw the connection between a wilted corsage and a wilted complexion.*





in the history of cosmetics. Flowing Velvet cannot be duplicated, and it has never been imitated successfully.

**What is Flowing Velvet?**—Flowing Velvet is a three-way flowing formula with a three-way action. This unique combination of rich cream, lotion and facial oil, containing a new moisture-giving ingredient, Hydrolin, acts on your skin in these three ways:

*It furnishes moisture that actually sinks into your skin.*

*It supplies necessary oils for essential lubrication.*

*It maintains the normal balance of oils and moisture.*

No other beauty preparation can act like Flowing Velvet, for Flowing Velvet alone contains Hydrolin . . . Jacqueline Cochran's exclusive moisture-giving ingredient . . . the secret of the dewy moisture that flows into your skin *and stays there.*

**Amazingly effective . . . amazingly economical**—Flowing Velvet is so rich, so concentrated, you need only a few drops. Yet you can use as much as you like, as often as you like, for it is guaranteed to contain no hormones. Use Flowing Velvet at

night. It disappears instantly into your skin, leaving no smears of grease on your face, your pillow, your husband. Use Flowing Velvet by day under your make-up. It sinks at once below the surface, leaving nothing behind but an enviably dewy, cared-for look! Only Flowing Velvet can work this beauty magic.

**Make this test**—Go in and see the Jacqueline Cochran representative at your favorite cosmetic counter. She will pour a few drops of Flowing Velvet on your hand, and you will see yourself how quickly it sinks into your skin, leaving not a single trace of grease. Flowing Velvet is carried by fine stores everywhere, in two sizes: 5.00 and 3.00 plus tax.

## *Flowing Velvet*

*Jacqueline Cochran's new moisture-giving formula for the maturing and drying-up skin.*

THERE ARE NO SUCCESSFUL IMITATIONS

JACQUELINE COCHRAN, INC., 630 FIFTH AVENUE, NEW YORK 20

• *Flowing Velvet is just one of the many outstanding Jacqueline Cochran cosmetics.*



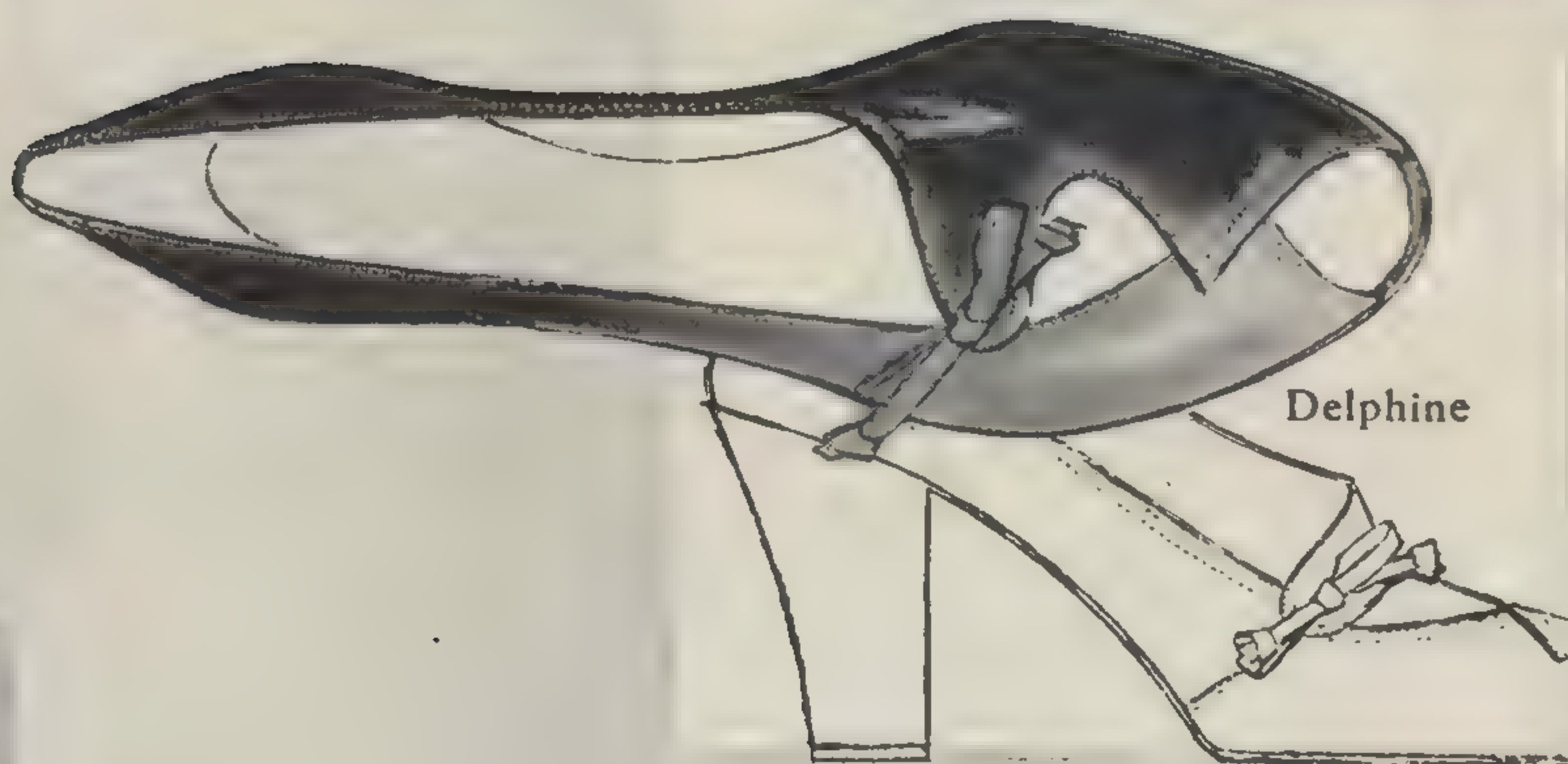


# delightful artistry...

talented flattery  
to complete the costume look  
for Spring... slim, tapered lines,  
elegant leathers... shoes  
molded to hug your slender  
heel. Select yours from a  
fabulous collection of exquisite  
Vitality fashions.



Sunrise



Delphine



Gleam

**Vitality** shoes  
\$10<sup>95</sup> to \$12<sup>95</sup>  
Complete Range of Sizes and Widths

Vitality Shoe Company, Division of  
International Shoe Company, St. Louis 3, Missouri



FLEXEES FLATTERS YOUR FIGURE

## SeaMolds

*Glamorize your curves . . . whittle down bulges . . .  
in SeaMolds — the swimsuits created  
by Flexees . . . with all the skill that makes  
Flexees figure-fashions famous! News-  
making fabrics . . . in a galaxy of  
high-fashion colors! You'll  
want two or three SeaMolds,  
at this one wonderful price:*

**\$12.95**

*Just ask your favorite store!*

"Swimsuit Beauty with Foundation Fit"

## flexees®





## BAND BOX LOOK

It's the tissue-crisp  
just-out-of-the-band-box  
look that lends never-ending  
charm to Galey & Lord cottons.  
They glide through soapsuds  
and sunlight with a steady  
glow that shows their fine  
breeding, wonder-weaving.

Galey & Lord inc.

1407 BROADWAY, NEW YORK 18



*fabrics from*

Burlington Mills







## ST. LOUIS BLUE

A trumpet call of color —  
bold and sweet!

The fashion melody of Spring 1952,  
beautifully played by

*Naturalizer*  
THE SHOE WITH THE BEAUTIFUL FIT

## ST. LOUIS BLUE

was composed especially for  
Naturalizer in **Heyl Chevreau**,  
the world's finest kid leather —

smooth as a saxophone, strong as a kettle drum.  
What's more, Heyl Chevreau is deep-dyed  
to make its color **sing**.

It's true-St. Louis Blue, through and through.

## HEYL CHEVREAU

Donovan Presents the Leathers You Look Into—Not At

HEYL CHEVREAU • C. F. CALF • DONOVAN SOF'SHOE • DOMOC • SOF'GRAIN



Who says



you can't wear



eye make-up?



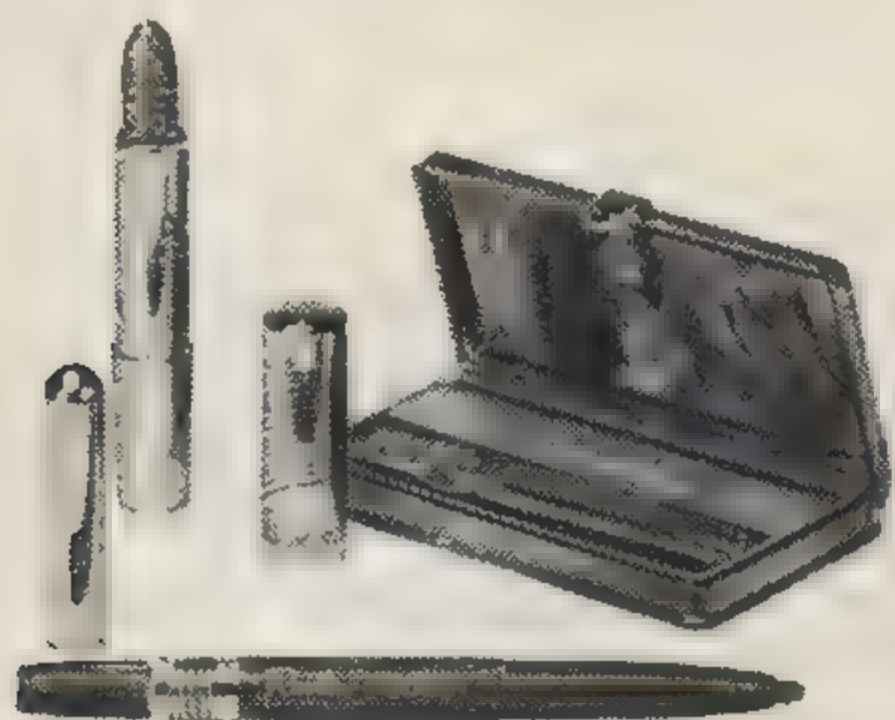
Of course you can!



*Revlon's*  
sweet-and-subtle new

## DREAMY EYE MAKE-UP

looks so naturally lovely  
you won't believe your eyes!



Mascara—11 mist-soft colors...tortoise-plastic case  
... 1.10\*

Eye Shadow—12 dreamy shades...gold-tone "lipstick-  
type" case... 1.25\*

Eyebrow Pencil—6 inspired hues...tortoise-plastic  
"swivel stick"... 1.10\*

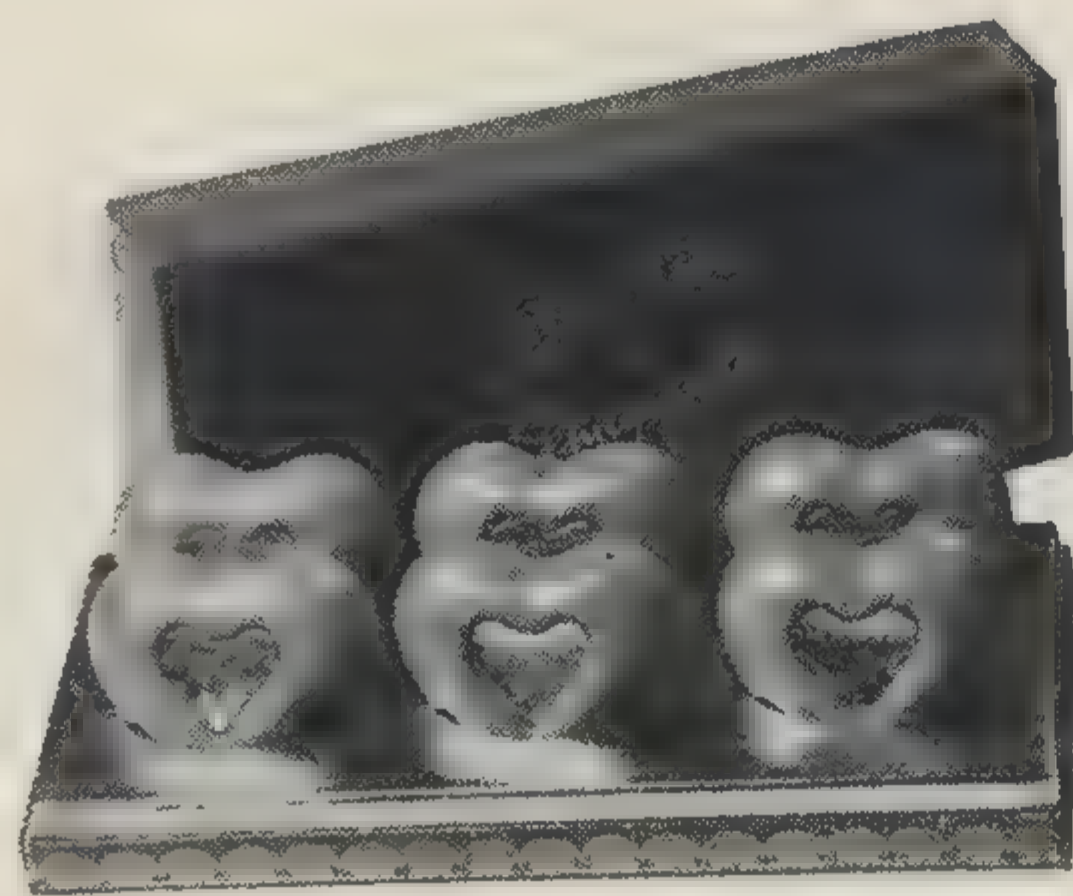
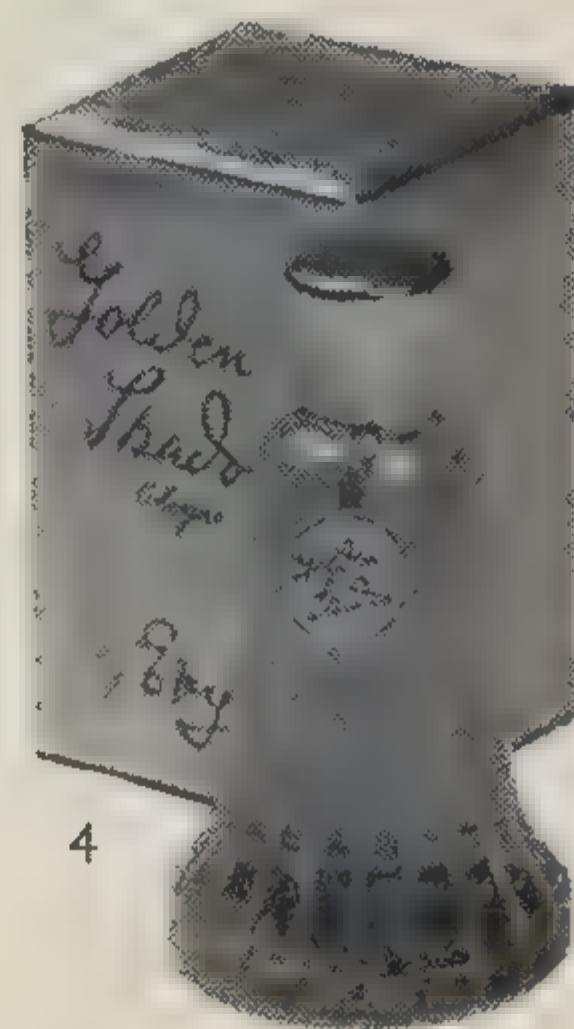
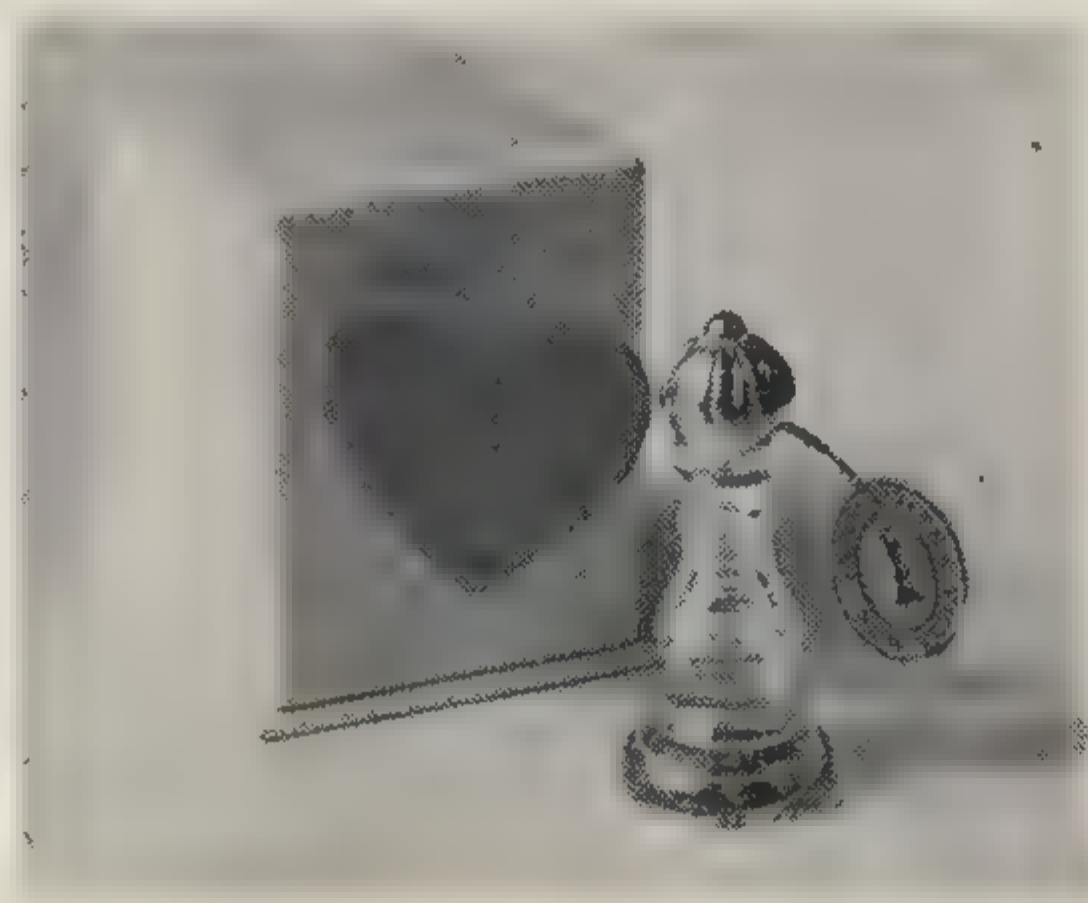
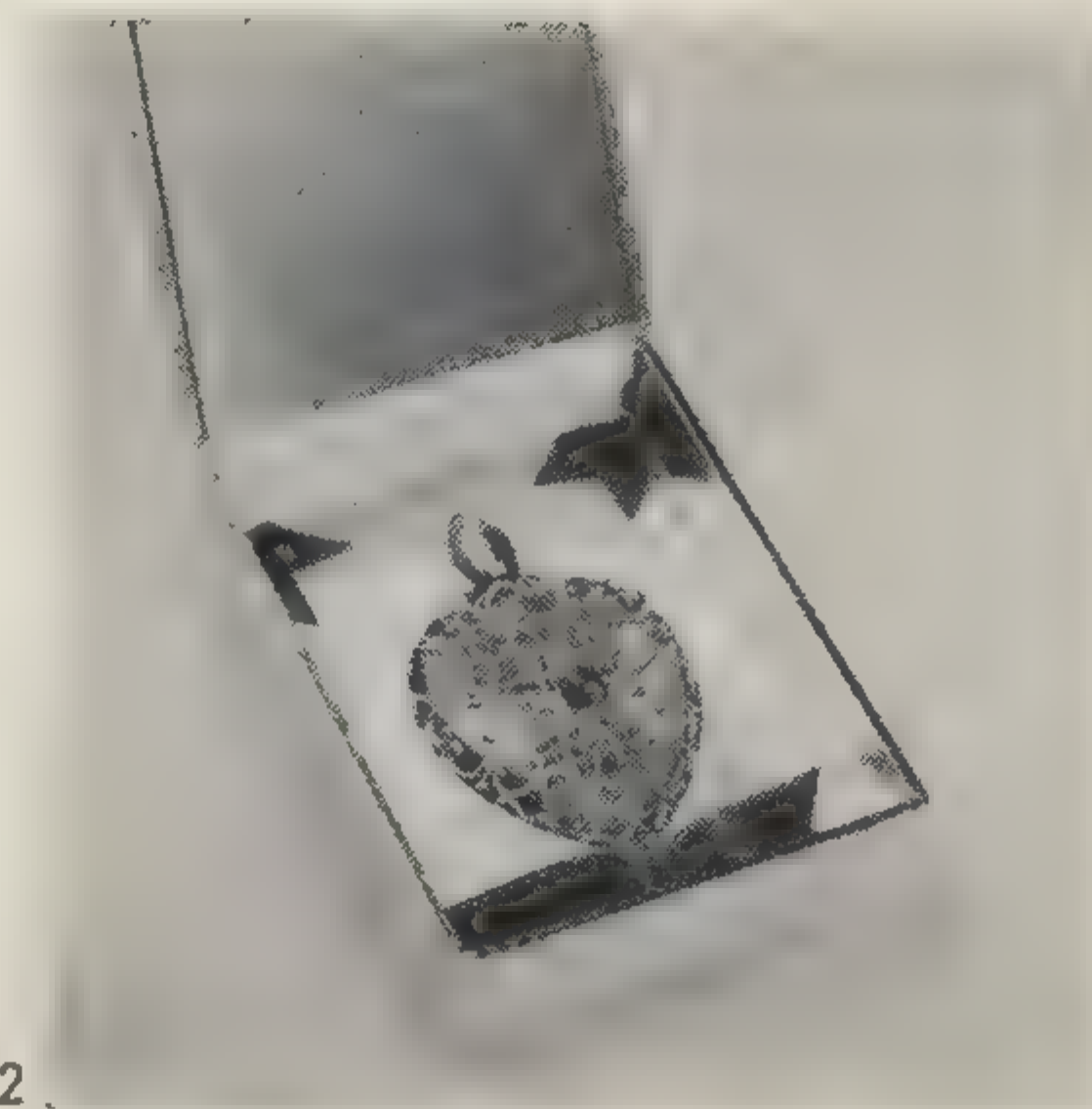
\*PLUS TAX



## DISCOVERIES IN BEAUTY

1. A sachet of pale satin with  
a crested envelope to send as  
easily as a paper valentine.  
By Gourielli. At Saks Fifth.

2. Like a jewelled locket, this  
little heart-shaped gilded fla-  
con of My Love perfume by  
Elizabeth Arden. Saks Fifth.



MIEHLMANN

3. Your move might be with  
a miniature chesspiece bottle  
of a Mary Chess fragrance in  
a valentine box. Saks Fifth.

4. To give as prettily as a  
compliment, Golden Shadows  
perfume, a light but lingering  
scent by Evyan. Lord & Taylor.

5. A turn of thought to spring-  
time (like our tulip in the pic-  
ture), Blanchard's fragrance,  
Evening Star. Bloomingdale's.

6. Six bright pink hearts in  
rows; little soaps by Schiapa-  
relli scented with Shocking.  
Available at Altman's, N. Y.



Stroock  
"Tourallure"  
in a  
Molly Design

Available at these fine stores:

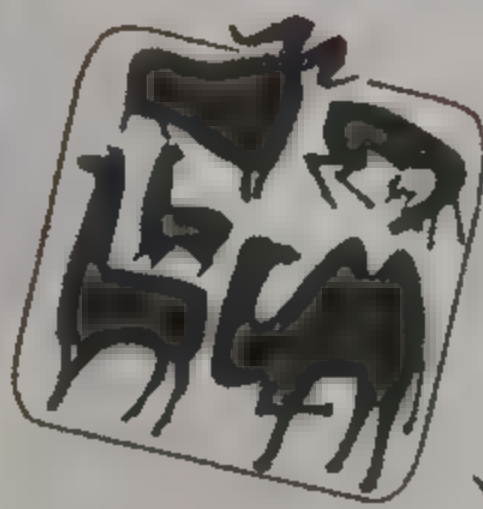
- ARKANSAS**  
LITTLE ROCK — M. M. Cohn Company
- CALIFORNIA**  
BEVERLY HILLS — Robinson's Beverly  
LOS ANGELES — Robinson's Downtown  
SAN FRANCISCO — Joseph Magnin Co., Inc.
- COLORADO**  
DENVER — Neusteters
- WASHINGTON, D. C.**  
Woodward & Lothrop
- GEORGIA**  
ATLANTA — Leon Froshin, Inc.
- ILLINOIS**  
CHICAGO — John T. Shayne & Co.  
PEORIA — P. A. Bergner & Co.
- INDIANA**  
EVANSVILLE — Kaiser's  
INDIANAPOLIS — L. S. Ayres & Company
- KENTUCKY**  
LEXINGTON — Embry & Co., Inc.  
LOUISVILLE — Byck Brothers & Co., Inc.
- MASSACHUSETTS**  
BOSTON — Jordan Marsh Company  
SPRINGFIELD — The Brigham Company
- MICHIGAN**  
DETROIT — B. Siegel Co.  
GRAND RAPIDS — Paul Steketee & Sons
- MINNESOTA**  
MINNEAPOLIS — Cook's, Inc.  
ST. PAUL — Cook's, Inc.
- MISSOURI**  
KANSAS CITY — Mindlin's  
ST. LOUIS — Scruggs Vandervoort Barney
- NEW JERSEY**  
PATERSON — Meyer Brothers
- NEW YORK**  
ALBANY — Honigsbaum  
BUFFALO — The Wm. Hengerer Co.  
NEW YORK — Bonwit Teller  
SYRACUSE — Flah & Co., Inc.
- OHIO**  
CINCINNATI — Henry Harris  
CLEVELAND — Sterling Lindner Davis  
DAYTON — The Rike-Kumler Company
- OKLAHOMA**  
OKLAHOMA CITY — Kerr's, Inc.
- OREGON**  
PORTLAND — Charles F. Berg
- PENNSYLVANIA**  
ERIE — Halle Brothers Company  
HARRISBURG — The Wm. B. Schleisner Store  
PHILADELPHIA — The Blum Store  
PITTSBURGH — Joseph Horne Co.
- TENNESSEE**  
MEMPHIS — Helen of Memphis
- TEXAS**  
AMARILLO — Kline's  
HOUSTON — The Smart Shop
- UTAH**  
SALT LAKE CITY — Auerbach's
- WASHINGTON**  
SEATTLE — Best's Apparel, Inc.
- WISCONSIN**  
MILWAUKEE — Hixon's



Look for the number on  
the Registered Stroock label



*Your touch*



*tells You it's a*

***Stroock***

Tourallure—the most feminine fabric of the year! All froth and flattery, it owes its beauty secret to the famed Stroock blending of precious wool fibres. The great-cuffed coat, scarved with chiffon—a Molly Design—in Stroock "Fashion-Plate Colors."

At the fine stores listed on the opposite page or write Stroock, 404 Fifth Avenue, New York 18, N. Y.



the most desired of all permanents *Helene Curtis*  
PROFESSIONAL PERMANENT



For breath-taking loveliness, visit your beautician. Tell her you want a *Helene Curtis* Permanent.



# Kraeler

New directions for Spring: pockets slashed on the oblique . . . bountiful skirt on the move . . . a line of rhinestones to flash the way from throat to arching hip. In Traver-teen, Forstmann's slub effect worsted created in the like-ness of shantung.



MAT BY JOHN FREDERICKS

*For name of store write Jos. Kraeler-Frasca Co., 500 Seventh Ave., New York 18, or consult Vogue's Buying Guide.*





mobile line . . . perfect balance . . .  
as poised as only a Junior Sophisticate  
can be. Dark crepe cutaway suit-dress,  
the jacket spanked with white—  
your important outline for now into Spring.  
Navy, brown or black  
in sizes 7 to 17. About \$45.

At better stores  
all over America, or write  
junior sophisticates, inc.  
498 seventh avenue, new york 18

*junior sophisticates*

*furniture by T. H. Robsjohn-Gibbings*



for incomes  
limited or  
unlimited...



*Shagmoor*

Note: there's a material difference, too! Shagmoor's own new 100% woolen . . . fabulously soft, lightweight, master-tailored . . . yet priced as always with a profound respect for your dollar: about \$70 • Write for fashion booklet and name of dealer nearest you.  
Linder Bros., Inc., The House of Shagmoor, 512 Seventh Avenue, New York 18, New York





**ACCORDIAN TRIO** newest handbag theme for Spring  
created by Lennox Bags, St. Louis, write for store nearest you





9086

Designed by  
**HARRY SHACTER**

ben **Z**uckerman

SAKS FIFTH AVENUE, ALL STORES • NEIMAN-MARCUS, DALLAS





the  
*Duchess Royal*  
suit

precision tailored for  
perennial distinction

*an eloquent suit  
that keeps its price  
a secret..*

- Crease-resistant
- Fully lined for contour control
- Hand-made buttonholes
- Precision tested patterns to assure perfection-fit
- Year 'round comfort assured
- Interfaced jacket fronts for shape retention

Double-breasted brief jacket with  
back-interest demi-belt; permanently  
pleated and stitched skirt in Royalpaca,  
a yarn-dyed super-cotton loomed especially  
for Duchess Royal. In four rich colors:  
grey, red, rustic brown and navy.  
Sizes 10 to 18. About \$40.00

A JOHN FREDERICKS' CHARMER

*available  
at these  
fine  
stores—*


Atlanta, Georgia.....Rich's  
Boston, Mass.....E. T. Slattery Company  
Buffalo, N. Y.....L. L. Berger, Inc.  
Canton, Ohio.....The Stern and Mann Co.  
Chicago, Ill.....Carson Pirie Scott & Co.

Cincinnati, Ohio.....Jenny  
Denver, Colo.....The Neusteter Co.  
Detroit, Mich.....Himelhoch Bros. & Co.  
Kansas City, Mo.....Harzfeld's, Inc.  
Los Angeles and Beverly Hills, Calif.  
J. J. Haggarty Stores, Inc.  
Northern Calif.....Roos Bros.

Philadelphia, Pa.....S. F. Dewees, Inc.  
Pittsburgh, Pa.....Jonasson's  
Seattle, Wash.....Best's  
Syracuse, N. Y.....The Addis Co.  
Washington, D. C.....Frank R. Jelleff, Inc.  
Worcester, Mass.....Richard Healy Co.  
Youngstown, Ohio.....Chas. Livingston & Sons

Or write to DUCHESS ROYAL, INC., 498 Seventh Avenue, New York 18, N. Y.





Brilliant  
move  
for Spring...

Jewels by  
**BOGOFF**

**Brilliant beauty by Bogoff...**

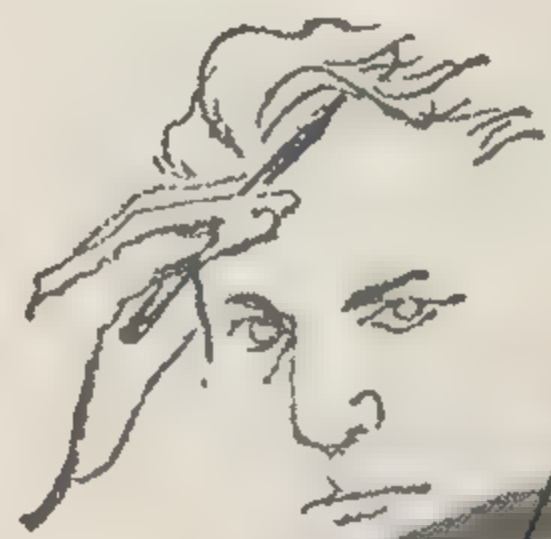
scatter pins about \$4, earrings about \$2

to \$10, brooch about \$15, bracelet

about \$20...all prices plus tax.

*at fine stores everywhere*





Seymour Troy

sets a new fashion

with

strings attached

Thin, thin strings revealing the foot;  
light and lovely, in all materials,  
heel heights, colors . . .  
the toe closed or open.

*design patent pending*

Troylings

for those accustomed to paying more

\$10.95 to \$14.95

at these and other fine stores throughout the country

MACY'S, New York  
BAMBERGER'S, Newark  
JORDAN MARSH CO., Boston  
WOLOCK & BAUER, Chicago  
MANDEL BROS., Chicago  
HAHN'S, Washington & Baltimore  
GIMBEL BROS., Pittsburgh  
DAVISON-PAXON CO., Atlanta  
RICHARD'S BOOTERY, Miami  
ABRAHAM & STRAUS, Brooklyn

THE MAY CO., Denver  
IMPERIAL SHOE STORE, New Orleans  
WM. HENGERER CO., Buffalo  
AL GOODMAN, INC., Charlotte  
BRITTAIN'S, Raleigh  
THE ADDIS CO., Syracuse  
FAMOUS-BARR CO., St. Louis  
JOHN WANAMAKER, Philadelphia  
TOWNE SHOES, INC., Philadelphia  
RUSSEK'S, Detroit

MACY'S, Kansas City  
INNES SHOE CO., Los Angeles  
MACY'S, San Francisco  
THE WHITE HOUSE, San Francisco  
LOWENSTEIN, Memphis  
NORDSTROM'S, Seattle & Portland  
M. O'NEIL CO., Akron  
THE MAY CO., Cleveland  
L. HART & SONS, San Jose  
GIVEN BROS., El Paso & Phoenix

or write to Lown Shoes, Inc., Auburn, Maine





**w**amsutta

## LUSTERCALE

Just about the most beautiful cotton ever woven . . . and one of the reasons why Wamsutta's name rings far and wide. Lustercale\*, America's finest cotton fabric, has silk's touch and shimmer, cotton's sweet-clean crispness...and its own utterly delightful distinction. **HELEN OF CALIFORNIA** treats this sublime Egyptian cotton broadcloth with the talent it deserves ...in a cocktail suit half-mooned at the hips, a stole dress intriguingly melon-seamed. Suit, about \$40; dress, about \$55. Both, sizes 9 to 15.

At Rich's, Atlanta  
Makoff, Salt Lake City  
Jenny's, Cincinnati  
Hovland Swanson Co., Lincoln, Neb.  
The Fashion, Houston, Tex.  
and many other stores.



LUSTERCALE ALSO AVAILABLE BY-THE-YARD AT FINE STORES

WAMSUTTA MILLS, NEW BEDFORD, MASS.



... just like Fresh Flowers



NEW!

Friendship's  
Garden

**LIQUID PETALS** 1.25 <sup>3</sup>/<sub>4</sub> oz  
Cream Perfume

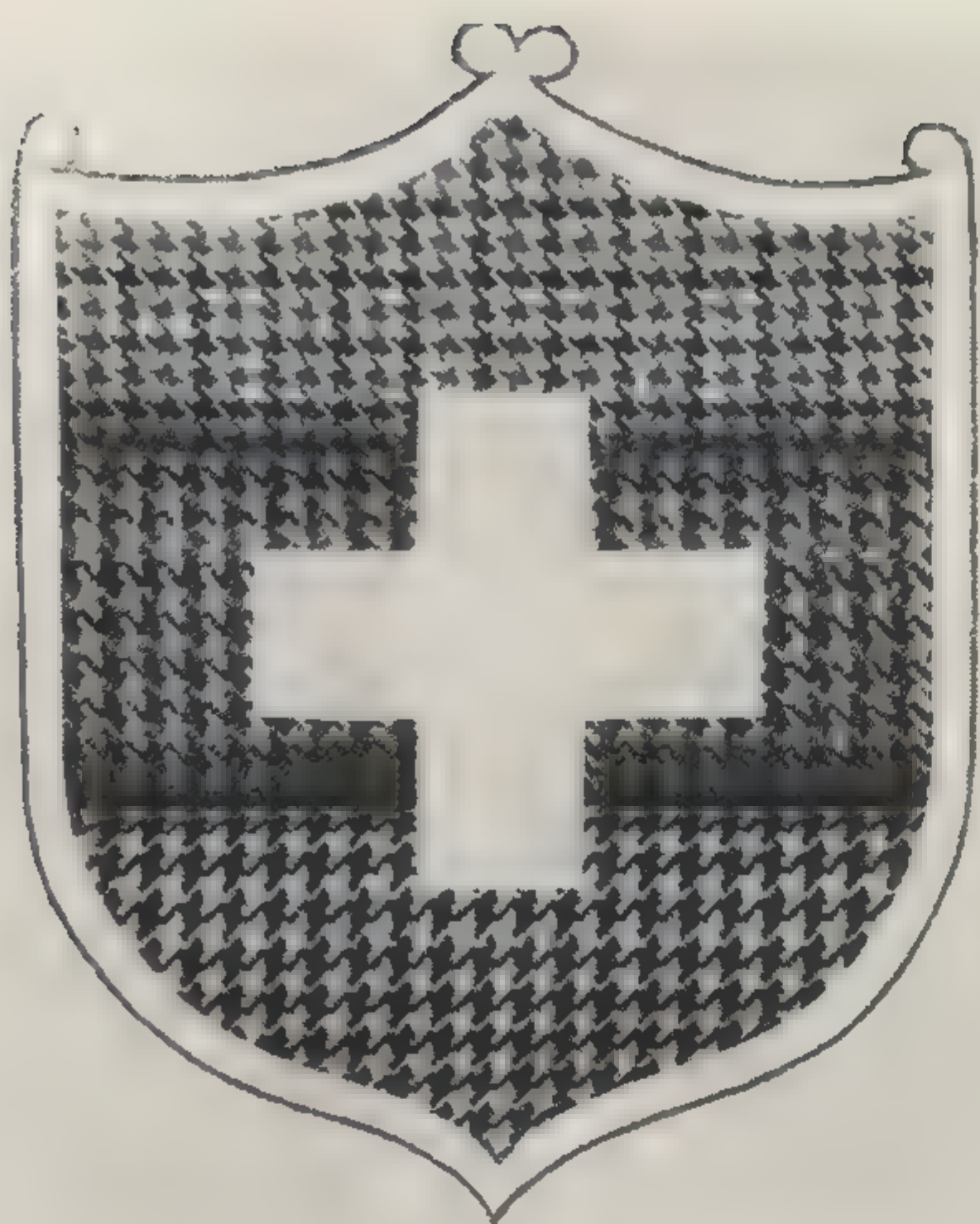
Liquid Petals is a truly modern and wonderfully lasting cream perfume, filled with the romantic flower fragrance of Friendship's Garden. Use it delicately on your wrists, behind your ears and wherever body warmth will bring out its full bouquet.

*Introductory offer:  
Reg. 1.25 Friendship's Garden Toilet Water  
plus Reg. 1.25 Liquid Petals — BOTH 1.50 in  
gift package. (At drug and department stores,  
limited time only.)*

**SHULTON**  
Rockefeller Center, New York

PRICES PLUS TAX





Switzerland — home of proud craftsmen  
sends these glorious Alpine Fabriques  
exclusively to Lencraft in America



Lencraft is happy to be honored by the meticulous Swiss with

the exclusive sponsorship in America of these famous worsteds. The clear Alpine air is in every yard . . . the colors are masterpieces of Swiss artistry . . . and the Lencraft tailoring measures up in every detail to the traditional Swiss standards of precision and craftsmanship. All three suits available in Houndstooth checks in black and white, brown and white . . . square checks in black and grey, brown and tan; grey, black and blue; brown, tan and burgundy; brown, tan and green. All with linings by Skinner. Sizes 10 to 20; 7 to 15. Each, about \$90.00

At BEST & COMPANY in NEW YORK, and fine stores throughout the country,  
or write THE LEVENSON COMPANY, 35 Kneeland Street, Boston, Mass.



WALK INTO IT  
...BUTTON ONCE  
...WRAP AND TIE



Look pretty and becomingly dressed... be ready in a trice!  
One button closing... one motion to wrap and tie, and you can go to town or do  
your homework with the greatest of ease! Right in season, crisp white frosting  
on a Sanforized combed broadcloth Swirl, in tulip print or  
solid colors, sizes 10 to 20 and 14½ to 24½.

Or woven gingham plaids, sizes 10 to 20. About \$9.

Swirl  
REG

keyed  
to the  
modern  
tempo



*At these and other fine stores:*

B. Altman and Co. .... New York  
Rich's, Inc. .... Atlanta  
Hutzler Bros. .... Baltimore  
The May Co. .... Baltimore  
William Filene's Sons Co. .... Boston  
J. N. Adam & Co. .... Buffalo

J. B. Ivey. .... Charlotte  
The John Shillito Co. .... Cincinnati  
The May Co. .... Cleveland  
F. & R. Lazarus. .... Columbus  
Yunker Bros. .... Des Moines  
J. L. Hudson. .... Detroit  
De Jong's, Inc. .... Evansville

G. Fox and Co. .... Hartford  
Foley Bros. D.G. Co. .... Houston  
Bullock's, Downtown. .... Los Angeles  
B. Lowenstein & Bros. .... Memphis  
Burdine's .... Miami  
Milwaukee Boston Store. .... Milwaukee  
L. Bamberger and Co. .... Newark

Maison Blanche Co. .... New Orleans  
Gimbel Bros. .... Philadelphia  
Lit Brothers. .... Philadelphia  
John Wanamaker's. .... Philadelphia  
Thalhimer Bros. .... Richmond  
Sibley, Lindsay and Curr Co. .... Rochester  
Stix, Baer and Fuller Co. .... St. Louis

Maas Brothers. .... St. Petersburg  
Auerbach's. .... Salt Lake City  
Z.C.M.I. .... Salt Lake City  
The Emporium. .... San Francisco  
Frederick & Nelson. .... Seattle  
Maas Brothers. .... Tampa  
The Hecht Co. .... Washington, D. C.

Other Swirls in regular and half sizes from \$6. You'll find a Swirl department in most fine stores • L. NACHMAN & SON, INC. • 1350 BROADWAY, NEW YORK 18, NEW YORK





*J. Miller*

sets the stage for black patent with an airy and elegant sandal accented by white stitching.



*Newton Elkin*

heightens the allure of black patent leather with violette piping and trim on the pump ornament.



*La Valle*

shows how flattering to the foot a black patent leather strip sandal can be.



*Palter De Liso*

fashions a black patent leather sling pump with latticed cut-outs, set off by black faille.



*Julianelli*

does some gunmetal stitching around the classic black patent pump and fastens the tab collar with a metal clip.

when  
it's  
**PATENT  
LEATHER**

Every distinguished showing of new Spring shoes highlights black patent leather... a cherished accent for glowing or muted costume colors, dramatic with the lighter prints you'll wear later.

For names of smart shops where these lovely shoes are sold, write to

**SETON LEATHER CO.**  
NEWARK 4, N. J.



*Andrew Geller*

uses lustrous black patent leather to emphasize the deep V plunge of a shell pump, looped with black faille.





IN THE *Conmar Zipper* TRADITION

a sleek placket...a flawless, snag-free zip action!

Dainty Conmar Zippers melt into the fashion silhouette without a trace of bulk...operate smoothly, with an easy grace born of the finest of precision-engineering. No wonder noted tailors like Henry Rosenfeld insist on this master tailoring detail.

**Conmar Zippers,** Conmar, Newark 1, New Jersey





IN THE *Henry Rosenfeld* MANNER

wonderfully versatile suits...only twenty-five dollars!

...in Pine Springs, the fabulous tropical suiting that looks and wears like a fine worsted, sneers at wrinkles, and tailors so handsomely. Navy, white, aqua, pink, beige, toast, maize...sizes 8-18.

**Saks Fifth Avenue**, all stores will fill mail and phone orders.



*Nylon becomes sheer confection . . .*



*above, with shirred horizontal tucking, in white, pink, azure blue, champagne, lilac. . . . . below, with staggered Val lace inserts, in white, pink, champagne, azure blue. Each sizes 32 to 38, about \$9. At Bloomingdale's, New York; Jordan Marsh, Boston; Straubridge & Clothier, Philadelphia; Woodward & Lothrop, Washington, D. C.; Hutzler's, Baltimore; Marshall Field, Chicago; F. & R. Lazarus, Columbus; L. S. Ayres, Indianapolis; Stix, Baer & Fuller, St. Louis; Dayton Co., Minneapolis; Bullock's, Los Angeles; Rich's, Atlanta.*




*\*and a suit's, too.*

*alice stuart* is a "skirt's" best friend\*

525 SEVENTH AVENUE, NEW YORK 18, NEW YORK





Understated print  
in beautifully crisp  
silk Shantung...

white on French blue

white on black

white on beige

white on navy

sizes, 10 to 20

about \$50

# ben barrack

IF YOU DO NOT FIND OUR FASHIONS IN YOUR FAVORITE SHOP, WRITE BEN BARRACK, 533 SEVENTH AVENUE, NEW YORK CITY 18



*Farnsworth*  
PURE  
*Woolens*

SHORT CUT TO SPRING . . . beautifully tailored and fitted jackets, topping menswear grey flannel skirts . . . what better way to a busy, fashionable life? Left: Blazer jacket, boldly crested. White, navy, or red, about \$30. Fly-front sheath skirt, about \$11. Both in sizes 10 to 20. Center: Menswear grey or navy, with nipped-in doll waist, about \$30. Matching skirt, bountifully full, about \$14.95. Both in sizes 10 to 18. Right: Squared-off bolero with flap pockets. Navy, red, grey, white, about \$25. Full flaring skirt, about \$14.95. Both in sizes 10 to 18.

At the stores listed below, or for store in your vicinity, write:

H. & E. SHAPIRO  
105 WEST 40th ST., NEW YORK



H. & E. SHAPIRO



LORD & TAYLOR, NEW YORK, N. Y. • JULIUS GARFINCKEL, WASHINGTON, D. C. • CHAS. A. STEVENS & CO., CHICAGO, ILL. • I. MAGNIN & CO. CALIFORNIA & SEATTLE



TOMORROW'S SUIT

Brevity



INTRINSICALLY A TREASURE.

JACKET CROPPED TO A NEW LENGTH  
AND SOFTLY SQUARED. TAFFETA LINED,  
LEAN SKIRT. OF COMPANION WOOLENS

LOOMED IN GREAT BRITAIN

BY COBB AND JENKINS. IMPORTED

EXCLUSIVELY FOR BREVITY. GREY, GOLD,

PINK. SIZES 10 TO 16. ABOUT \$85.00

AT FINE STORES EVERYWHERE.



FOR STORE NEAREST YOU WRITE BREVITY,

214 WEST 39TH STREET, NEW YORK 18, N. Y.

HAT BY JOHN-FREDERICS



# jablou

FOR SPRING—SHORTER MUSKETEER SLEEVES, SHORTER JACKET, DETACHABLE PIQUE COLLAR, IN LESUR'S ZEBRINE.

JABLOW ORIGINALS • 530 SEVENTH AVENUE • NEW YORK 18, N. Y.

HAT BY JOHN FREDERICK

AT ALL SAKS FIFTH AVENUE STORES

AND OTHER FINE STORES THROUGHOUT THE COUNTRY





## “The bride wore a satin gown”

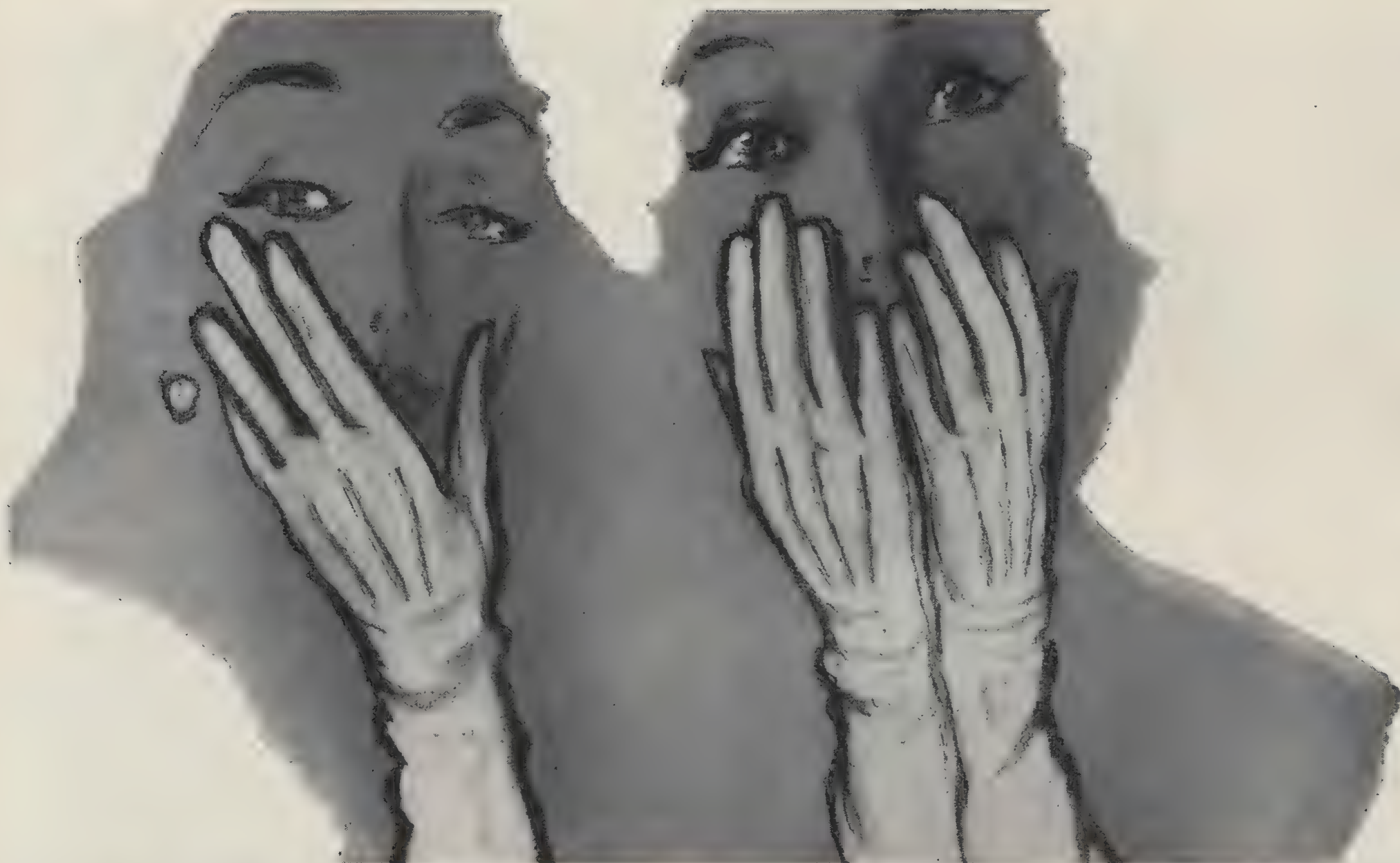
Of all wedding traditions, satin is probably the nicest. Here the bride wears Burlington's unique acetate wedding satin—made up in a perfectly beautiful dress. The sweep of pleated panniers becomes a bustle at the back—the spray of pearl embroidery melts into a yoke of

Burlington's nylon tulle. In ivory and white, sizes from 8 to 16. SAKS FIFTH AVENUE, at all stores; SAKOWITZ BROTHERS, Houston; HALLE BROTHERS, Cleveland; JULIUS GARFINCKEL, Washington, and you'll find more stores listed in Vogue's Buying Guide. About 225.00

# BURLINGTON

1407 BROADWAY Burlington Mills  
"Woven into the Life of America"





---

**...and only dawnelle gloves are made of ELVETTE ROYAL\***

---

\* Superlative version of our famous Elvette\* double-woven fabric. Rich, soft and elegant, Elvette Royal is made of the finest yarns. Dawnelle's exclusive processing methods and complete quality control, combine to create these slender-fingered classics.

\*Reg. U. S. Pat. Off.

BILTMORE...\$4.  
*Mid-arm length, full p-k sewn.*

MADISON...\$5.  
*Elbow-length, full p-k sewn.*



dawnelle, Inc., New York City





# Carmel

*Original*



ELEGANT  
THEATRE  
COAT  
IN  
SILK  
ACCENTED  
JACQUARD  
AT  
SAKS FIFTH AVENUE  
(all stores)  
HUTZLER'S  
Baltimore  
FREDERICK & NELSON  
Seattle



Carmel Original, 530 Seventh Avenue, New York 18, N. Y.





*Ducharne's* "POUF-POUF" . . . INTERPRETED BY *Adele Simpson*

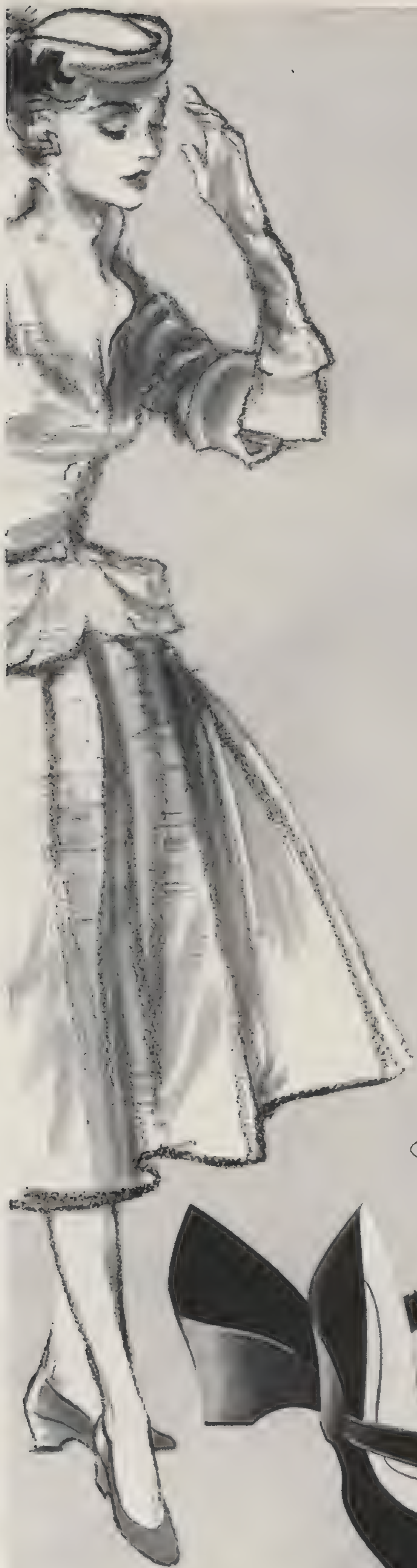
"Pouf-Pouf". . . Ducharne's newest triumph in pure silk—cloud-weight, soft yet crisp. It drapes, tucks, shirrs, pleats . . . responds to every creative touch.

The colors—muted, dramatic, some splashed with print. Look for it in fine ready-to-wear and over-the-counter fabrics.

Adele Simpson's after-five dress at: all Saks Fifth Avenue stores, Julius Garfinckel, Washington, D. C., Harzfeld's, Kansas City, Mo.

DUCHARNE, INC., 244 MADISON AVENUE, NEW YORK CITY.





# "Whisper-Weights"

...6 ounces of butter-soft suede

...gentle-fitting as a glove

...at a whisper-weight price

\$14.95

## Laird Schober

Write 47 West 34th Street, New York • Los Angeles, Calif. • Haverhill, Mass.







FROM THE *Nancy Tucker* "FRENCH LINE"...



*The first of Nancy Tucker's French prize-winning designs are now ready to flatter and pamper you as never before. Take this NYLON tricot, for example! You'll be an angel in these floating bouffant sleeves with heavier denier yoke and cuffs.*

*Sizes 32 to 38. About \$9.95*

*at leading stores or write:*

NANCY TUCKER, INC., 1375 BROADWAY, NEW YORK 18



American fashion authorities selecting prize-winning French designs for Nancy Tucker's new, exclusive "French Line".



# John Berg's

French flavored Lain Moire worsted,  
fashion-flared in a Youthmore Boulevard suit  
... Dolman sleeves winging out from a  
glitter-sparked, hand-span waist  
... all occasion perfection! ...  
in navy, brown, grey, smoke  
and tan. \$85



*of course  
it's a*

# YOUTHMORE

*Original*

Wilson Garment Co., 337 So. Franklin St., Chicago 6, Ill.





How can you look so naughty and feel so nice? Warner's

*Merry Widow*

You'll be gayer than the Merry Widow in Warner's exciting new cinch bra—the answer to fashion's dictates for diminutive waists and revealing décolletage.

Audacious the way the Warner's Merry Widow belittles your waist, makes the most of your charms. All at once you're inches smaller!

And the thrice-blessed sorcery of the bra top! The magic of marquisette folds transforms it from a bewitching half-bra . . . to a bodice line . . . to a three-quarter bra.

Whether it's a waltz or a samba, you'll look

your naughtiest and *feel* your nicest in Warner's Merry Widow.

*Black or white embroidered nylon marquisette with detachable garters. Sizes 32, 34, 36, 38, B cup. At the nicest stores . . . . . \$12.50*

Inspired by the forthcoming MGM film "The Merry Widow" starring Lana Turner.

**WARNER'S**

*Bras • Girdles • Corselettes*

\*Reg. U. S. Pat. Off.

The Warner Bros. Co., New York 16, Chicago 6, San Francisco 8



# Lace...

in a romantic mood



Lovely, chantilly type lace used lavishly on a breath-taking duet styled to catch compliments for *you!* White, champagne, powder blue, mauve and other delicious shades. About \$40.

laces by  
**Stern and Stern**

(Left) lace with double nylon tulle over taffeta; fitted jacket.

(Right) all lace over taffeta.

Taffeta by Rosebar, processed by Pyramid.

write for nearest store: NORMAN MODES, INC. • 1385 BROADWAY • NEW YORK 18






*Ingber*

gives you the  
couturier touch

A talented designer, a fabulous fabric . . . a  
couturier handbag with an Ingber price tag!  
Here, the wafer-thin silhouette in lustrous faille. Midnight navy,  
jet black and bronze brown. Also in pure silk Honan  
shantung in costume colors. 10.95 plus tax.

*prices slightly higher in some localities*

*Ingber* "the best thing on your arm" 

At fine stores everywhere

PHILADELPHIA

NEW YORK

LOS ANGELES  
Costume by Trigère



IF IT'S UNEXPECTED,

EXPECT IT FROM

Anne Fogarty



The deep V front  
and back... plus  
those famous

Fogarty cachets:  
the minimum  
waist, the maxi-  
mum skirt, the  
unexpected fabric  
—this multicolor  
quilted cotton  
by Bates.

Sizes 5 to 15.

About \$35.

LORD & TAYLOR, New York • NEIMAN MARCUS, Dallas • BULLOCK'S WILSHIRE, Los Angeles • JULIUS GARFINCKEL,  
Washington, D. C., and other fine stores everywhere. MARGOT, INC., 498 SEVENTH AVENUE, NEW YORK 18, N. Y.





DRESS, A KANE-WEILL ORIGINAL



# COTTON *at its fashion finest...*

Cotton...designers' pet...darling of the fashion-minded everywhere...imaginatively conceived, superbly realized by the members of the Cotton Guild.

And found in the smartest fashions. Watch for the Cotton Guild emblem. It's a good sign.

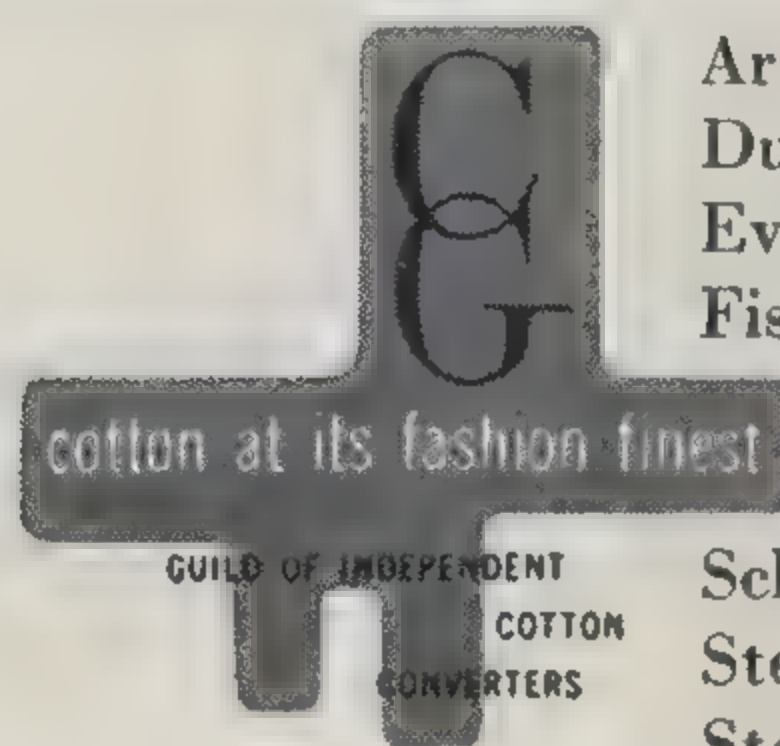


BATHING SUIT BY CLAIRE MCCARDELL



## GUILD OF INDEPENDENT COTTON CONVERTERS

*In cooperation with the National Cotton Council of America*



Arthur Beir & Co., Inc.  
Dumarj Textile Co., Inc.  
Everfast Fabrics, Inc.  
Fisba Fabrics, Inc.  
N. Fluegelman & Co., Inc.  
Peter Pan Fabrics  
Schlichter-Macfarlane Co.  
Stern & Gutman  
Stoffel & Co., Inc.





because you  
like clothes  
with character,  
lines that  
better your figure,  
perfection that starts  
with the fabric  
and ends with the  
last hand-finished  
detail,  
you'll enjoy an  
original by

Made to be worn proudly,  
this elegant bolero costume.

An I. Doctor original with  
a handsome scroll neckline  
joined by sparkling jewels.  
Of wonderfully wearable

Burlington fabric in  
all colors. Sizes 14 to 44  
and 14½ to 26½. \$60.00.

Slightly higher on  
the west coast.

*I. Doctor*

DOCTOR DRESS CO., INC. • 847 W. JACKSON • CHICAGO 7



# COMING

## IN THE NEXT ISSUE OF VOGUE

story of

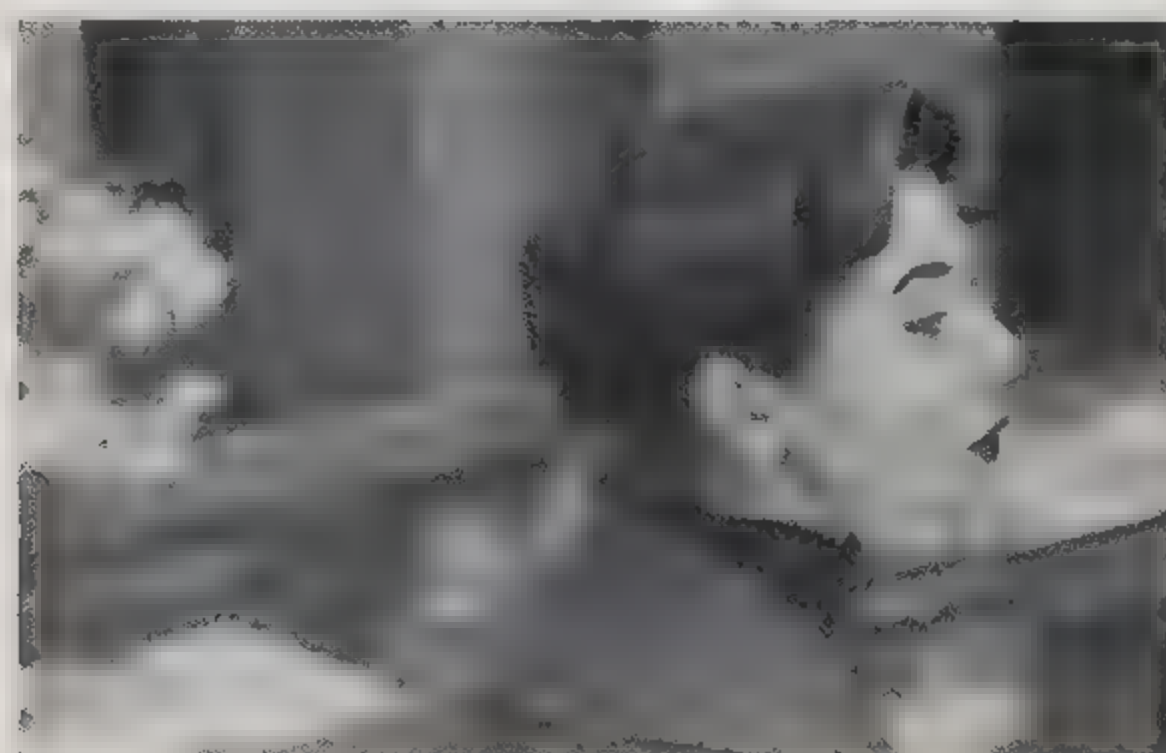
*Length and Width  
that has nothing to do  
with a price tag*



*one part  
wool  
—a fashion point*



*news in Suit Fabrics  
...the only expensive part  
—their looks*



### MORE TASTE THAN MONEY FASHIONS

Know the important new fashion points  
*before* you shop for your spring wardrobe!  
Play the "Guess How Much" Game  
on page after page of new fashions!

### PLUS NEW IDEAS IN HATS

- new story—the shell
- continued story—the flying disc
- surprise veil
- and what hats are made of

### PLUS THESE FEATURES

- Hunting Couples in Virginia
- New York, new Rare Book Center:  
International Book Auction  
of a Great American Collection
- Sir Shane Leslie, Irish scholar and "Man of the Trees"
- 3 master utensils make 40 dishes

**V O G U E**  
THE  
S W

INCORPORATING  
VANITY FAIR

This issue—on your newsstand—February 15



FOR THE WOMAN MEN REMEMBER...

*Fred Greenberg*



Pitting fabric against fabric, Fred Greenberg subtly creates a desirable undercurrent of excitement . . . About \$90. At better stores. Write for Spring style book, Fred Greenberg, 550 Seventh Ave., N. Y. 18 . . . in Montreal, Frenchshire, Ltd.

LORD & TAYLOR New York

• THE BLUM STORE Philadelphia

• STERLING-LINDNER-DAVIS Cleveland

• BULLOCK'S Los Angeles



# VOGUE'S TRAVELOG

## A Directory of Fine Hotels and Resorts

For further information about these listings write to Vogue's Travelog, 420 Lexington Ave., N. Y. 17

### Arizona

#### TUCSON

**EL CONQUISTADOR** Hotel & Pvt. patio bungalows. 120 acres desert garden. Pvt. pool, all sports. Superb Cuisine. Amer. Plan. W. I. Curtis, Mgr.

**SANTA RITA HOTEL.** 250 rms. Tucson's Social Cntr.; Western Hosp. & Atmosphere. Superb cuisine; famous Dance Bands, Polo, Golf. Geo. Hall, Mgr.

### California

#### CORONADO

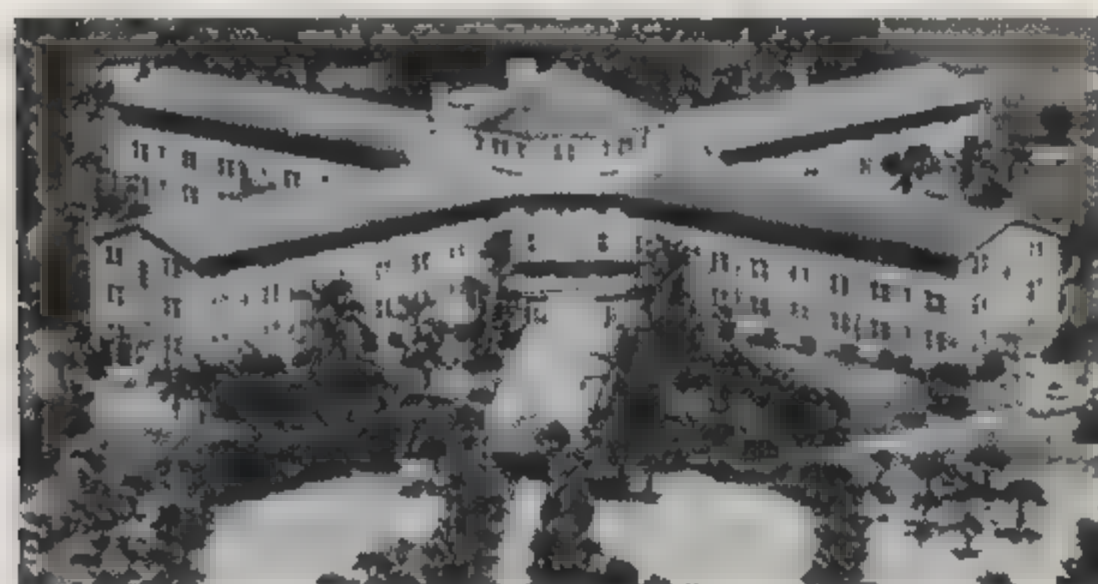
**HOTEL DEL CORONADO.** Seashore Resort. Swim, golf, fish. Boating, tennis. Year 'round fun. Mexico ½ hour. Jai Alai, races. H. Ward, Managing Dir.

#### LOS ANGELES

**CHAPMAN PARK HOTEL & Bungalow.** On Wilshire Blvd. Pvt. pool, gardens, entertainment. Visit famous Zephyr Room. Nick C. Hall, Mgr.

### Florida

#### BOCA GRANDE



BOCA GRANDE HOTEL

On Gulf of Mexico. Brick construction. Modern, restful surroundings and lovely Tropical island atmosphere. All rooms with private tile bath and shower. Superb cuisine. Private beach, golf, fishing. Cocktail lounge. Moderate rates, American Plan. J. Spadaro, Owner-Gen. Mgr. Telephone Boca Grande 4251. N. Y. Office; 51 E. 42nd Street, MU 2-3341.

#### DAYTONA BEACH

**SHERATON PLAZA.** Resort-superb! Gay social events. Sports, outdoor pool. New Sheraton Hotel Annex overlooking ocean. W. Scott Peirsol, Gen. Mgr.

#### DELRAY BEACH

**THE COLONY.** Near shops, churches; movies, golf, tennis, pool; Gulf Stream fishing, private beach, cabañas, beach luncheons. Write Box 1007-D.

#### MIAMI BEACH

**W'OFFORD BEACH HOTEL.** 24th St. on the Ocean. Walking distance to everything. Pvt. Beach, Pool, Cabañas. "Affordable Rates". D. E. Dunn, Mgr.

#### NAPLES-ON-THE-GULF



THE NAPLES BEACH HOTEL

Famous for its fine food and service, this ultra-comfortable hotel offers ideal vacation spot for luxurious rest or exciting sports. Headquarters for Florida's finest fishing. Superb beach; safe swimming in Gulf or fresh water pool; splendid golf course, tennis, skeet, shuffleboard, shelling. Colorful cocktail lounge; entertainment program. Send for brochure. P.O. Box 901, Naples, Florida.

#### PALM BEACH

**PALM BEACH BILTMORE**—"Center of the Wintertime World"—Florida's largest hotel. Complete facilities. Write for new color brochure.

### CANADIAN WINTERLAND

**A** Winter Carnival, hosted by Canada's famous ski region, the Laurentian Mountains, will be the event of this mid-winter season. The time—January 25th to February 23rd—for all those prone to the sled and skis.

"Old Costumes, Old Customs," is the theme this year; the carnival symbol: "ceinture of flechee" and red tugues of the snowshoers. Highlighted in this wintry Mardi Gras will be skiing, tobogganing meets, a three-day International Dog Derby, and, of course, the crowning of a Carnival Queen.

Both proficient and non-competitive skiers have rated the Laurentians an outstanding resort, easily accessible to the winter-vacation-minded.

The hotels scattered throughout the Laurentians are numerous and well appointed... all you could wish for a cozy-warm ski holiday. To cite a few: The Chantecler, Mont Gabriel, Ste. Adele Lodge, Alpine Inn, Laurentide Inn and Mont Tremblant. Accessible also is the Château Frontenac, in Québec.

### Florida

#### PUNTA GORDA



HOTEL CHARLOTTE HARBOR

Magnificent private estate overlooking Charlotte Harbor on the West Coast. A complete resort with championship golf course, private beach at door, swimming pool, tennis and other sports. Dancing. Congenial social life. For booklet and rate schedule write direct, or N. Y. Reservation Office, 630 5th Ave., Circle 6-9260.

### Georgia

#### SAINT SIMONS ISLAND

**KING & PRINCE HOTEL.** Year 'round resort. E. P., directly on ocean, pvt. beach & pool; dancing, fishing, riding, golf. Near Brunswick, Georgia.

### Maine

#### ISLE AU HAUT

**POINT LOOKOUT CLUB.** With cottages; ideally situated on a beautiful island in Penobscot Bay. Address inquiry P.O. Box 1422, Boston 4, Mass.

### Missouri

#### KANSAS CITY

**BELLERIVE HOTEL.** K. C.'s Social Rendezvous. Luxurious Rms., Suites. El Casbah Supper Club. Garage. Rec. by Duncan Hines. R. S. Noyes, Mgr.

### New Hampshire

#### BRADFORD

**FOXCHASE.** Our guests say "home away from home." Lovely rms., good food, skiing, playroom, cocktail lounge, elevator. Year 'round. The Coonleys.

### New Jersey

#### ATLANTIC CITY

**MARLBOROUGH BLENHEIM.** At the edge of the sand & sea. Ocean-front sun decks, porches, solarium. Evening entertainment. Fresh and salt water baths.

### New York

#### NEW YORK CITY

**BARBIZON-PLAZA.** Midtown, overlooking Central Pk. 6 Ave. 58 St., near Radio City, theatres, shops. Choice rms. \$4.50-\$8 egl., \$7.50-\$14 dbl. Bklt. V.M.

**THE SHERRY-NETHERLAND**—a hotel par excellence, Fifth Ave. at 59th St., overlooking Central Park. Famous Carnival Room, Dinner & Dancing.

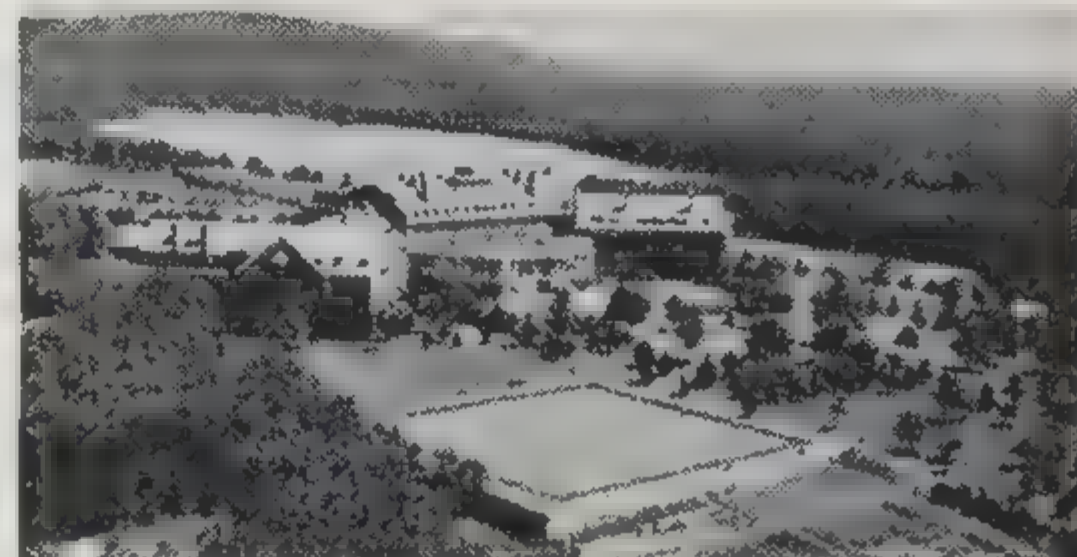
**THE WESTBURY.** Madison Ave. at 69th Street, one block from Central Park. Large, airy rooms & suites. Polo Cocktail Lounge & Restaurant.

### Pennsylvania

#### HERSHEY

**HOTEL HERSHEY AND COTTAGES.** One of America's finest. Delightful Living. Open year 'round. Hershey, Pa. Joseph Cassler, Mng. Dir.

#### SKYTOP



SKYTOP CLUB

Enjoy rest and relaxation on a 5500-acre mountain estate "High in the Poconos". Movies, indoor games, dancing. Snow brings unexcelled skiing (two tows), tobogganing, skating, sleigh riding. And Skytop's cuisine is long-famous! Only 3 hours from N. Y. or Phila. Write Skytop Club, Box 21, Skytop, Pa.

**LET THE VOGUE TRAVELOG** assist you in making plans for your winter vacation. Enjoy the hospitality of the resorts we list for your pleasure.

### Virginia

#### WILLIAMSBURG

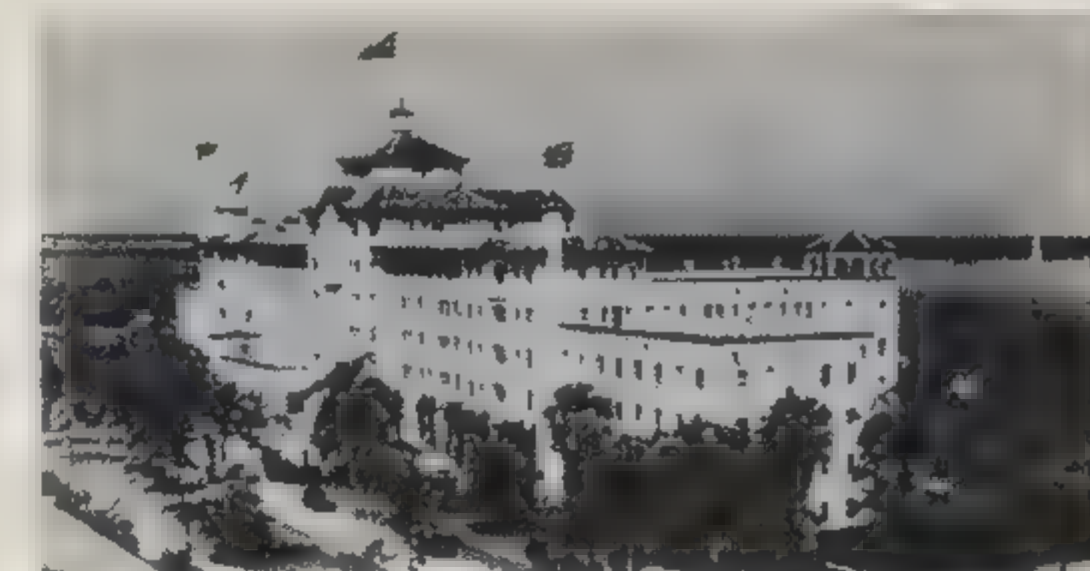


WILLIAMSBURG INN

The beauty of the 18th century awaits you in this re-created colonial community. Williamsburg is of interest to everyone. Tours through the historic buildings... golf, tennis, swimming, lovely gardens. Modern hotels, colonial guest houses and taverns. Write direct to Miss F. G. Burns or Williamsburg Reservation Office, 630 5th Ave., N. Y. Circle 6-8896.

### Bahamas

#### NASSAU



THE BRITISH COLONIAL HOTEL

Open for the Winter Season until April 15. Superb accommodations and unstinting service in a colourful seaside setting. Pvt. beach, pool, tennis courts on Hotel grounds. Nearby facilities for riding, polo, deep-sea fishing, sailing, water skiing. Guest privileges at our own & jointly operated Bahamas Country Club. U.S. Rep., Robt. F. Warner, Inc., 588 5th Ave., N.Y., or your local Travel Agent. R. C. Nefzger, Gen. Mgr.

### Bermuda

#### HAMILTON PARISH

**HARRINGTON HOUSE** on Harrington Sound. For Amer. Plan rates apply the Management or Oliver Kermit. Hotel Assoc., 521 Fifth Ave., N. Y. C.

#### PAGET



ELBOW BEACH SURF CLUB

"Sea for yourself"... a vast stretch of pink coral sand washed by the brilliant turquoise waters of the Bermuda sea. Only Elbow Beach in all Bermuda offers this superb oceanside location. All sports, outdoor dancing. See travel agent or write E. R. Hetland, Mgr. for color booklet "C". N. Y. Office JUDSON 6-5500.

#### SOMERSET

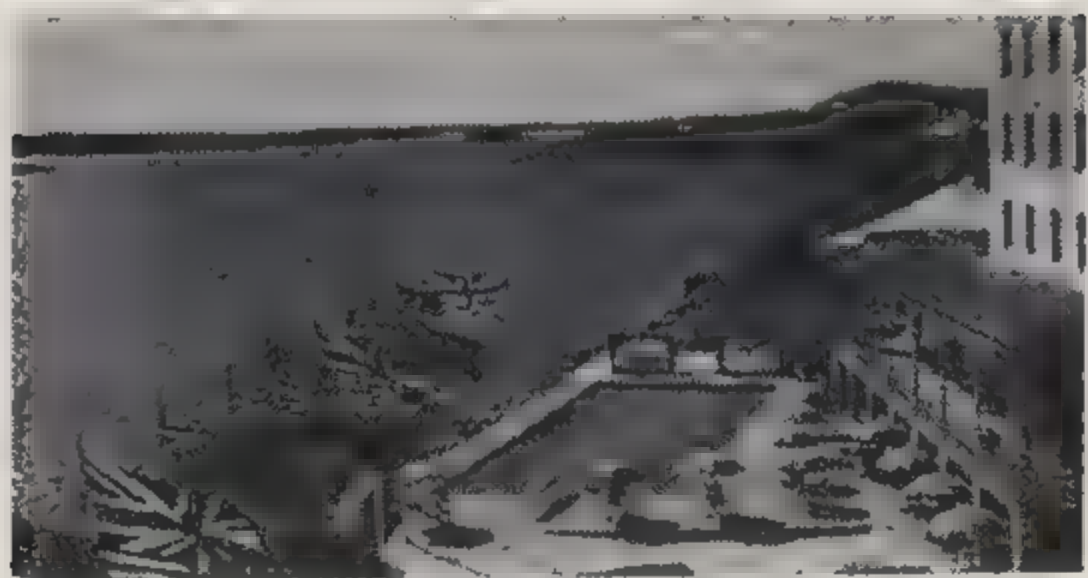
**CAMBRIDGE-BEACHES.** A cottage colony amidst the native charms of old Somerset. Pvt. beaches—sailing—fishing. N. Y. Office: Hotel Roosevelt.

**THE LEDGELETS** in beautiful Somerset on the waters of Ely's Harbour. Superb Cottage suites with main lodge. Write Travel Agent or direct.



## Bermuda

PEMBROKE, HAMILTON



THE PRINCESS HOTEL

Internationally famous as Bermuda's most fashionable hotel. Superb service and French cuisine, delightful Cabaña swimming pool, exclusive Princess Beach Club, nightly entertainment and dancing to noted London orchestra. Only minutes from colorful Hamilton. Open all year. Write for color folder and information. N. Y. Office: 51 E. 42nd Street, MU 7-3375.

WARWICK



BELMONT MANOR HOTEL

After an extensive renovation, improvement and redecorating program, Bermuda's beautiful Belmont Manor is now in a gay mood for vacation fun. Here is everything for a perfect holiday. Championship 18-hole golf course at door, swimming at beach or pool, tennis, cycling, fishing, sailing, dancing. For reservations or information write, see your travel agent, call at N. Y. Office, 630 5th Ave., JUDSON 6-1137.

IT'S SKI-TIME and Vogue will help you plan a wonderful ski holiday. You'll find warmth and fun, aside from excellent slopes, at the ski resorts listed.

## Canada

QUÉBEC, P.Q.



THE CHÂTEAU FRONTENAC

More skiing, sightseeing, fun at Québec's luxurious Château Frontenac. At Valcartier and Lac Beauport, gentle slopes for beginners, fast ones for experts. Alpine lift, slalom, famous Fritz Loosli's Ski Hawk School for French Parallel ski technique. Skating, tobogganing. Enjoy gourmet meals, gracious rooms and always, Canadian Pacific's skilled service. Call your Canadian Pacific Agent, or write Château Frontenac Mgr.

## Dominican Republic

CIUDAD TRUJILLO

HOTEL JARAGUA. Exciting all-expense tours via P.A.A. Round trip from Miami \$143.50 up. Write direct or see N.Y. Off.: 570 Lex. Ave., PL 3-2071.

## Jamaica, B.W.I.

MONTEGO BAY

CASA BLANCA. Adjacent famous Doctor's Cave Beach. World famous cuisine, service. All sports. A. P. Reser. Rep.: Wm. P. Wolfe, 500 5th Ave.

THE FAIRFIELD, atop a hill. Tennis, golf, riding, free transportation to beach. N. Y. Office: 301 Hotel Roosevelt, MUrray Hill 4-4705.

OCHO RIOS

SHAW PARK HOTEL. Combining informal beach life with graciousness of Jamaica "Great House" Tradition. Agent, or 16 W. 55 St., N. Y., JU 6-3070.

THE MODE IS Caribbean . . . the weather warm . . . the people thoroughly charming . . . the hotels, all you desire for a perfect vacation.

Imagine . . . your train seat reserved  
for ONLY 14¢!



Just ONE of many Devaluation Bargains  
for your BRITISH holiday!

BEFORE YOU LEAVE secure ALL your British travel needs. That way you'll effect the greatest savings . . . and have a pleasant, care-free trip!

- RAIL TICKETS and reservations. MILEAGE COUPONS permit "go-as-you-please" rail travel at great savings. Coupons not obtainable in Britain—take along an ample supply.
- CHANNEL STEAMER SERVICES between Britain-Ireland, Britain-Continental Europe. Cabin reservations, too.
- TOURS by rail/motor-coach/steamer—delightful and inexpensive.
- SIGHTSEEING TRIPS of London and other centers of interest.
- HOTEL RESERVATIONS at any of the 41 outstanding hotels of The Hotels Executive.

PLEASE CONSULT YOUR TRAVEL AGENT  
or write Dept. D-38

NEW YORK 20, N. Y., 9 Rockefeller Plaza  
CHICAGO 3, ILL., 39 So. La Salle Street  
LOS ANGELES 14, CAL., 510 W. 6th Street  
TORONTO, ONT., 69 Yonge Street



Williams and Humbert  
DRY SACK SHERRY

Imported from Spain . . . none finer

unique  
in name

Ask for Dry Sack  
—not just dry sherry.

unique  
in wrapping

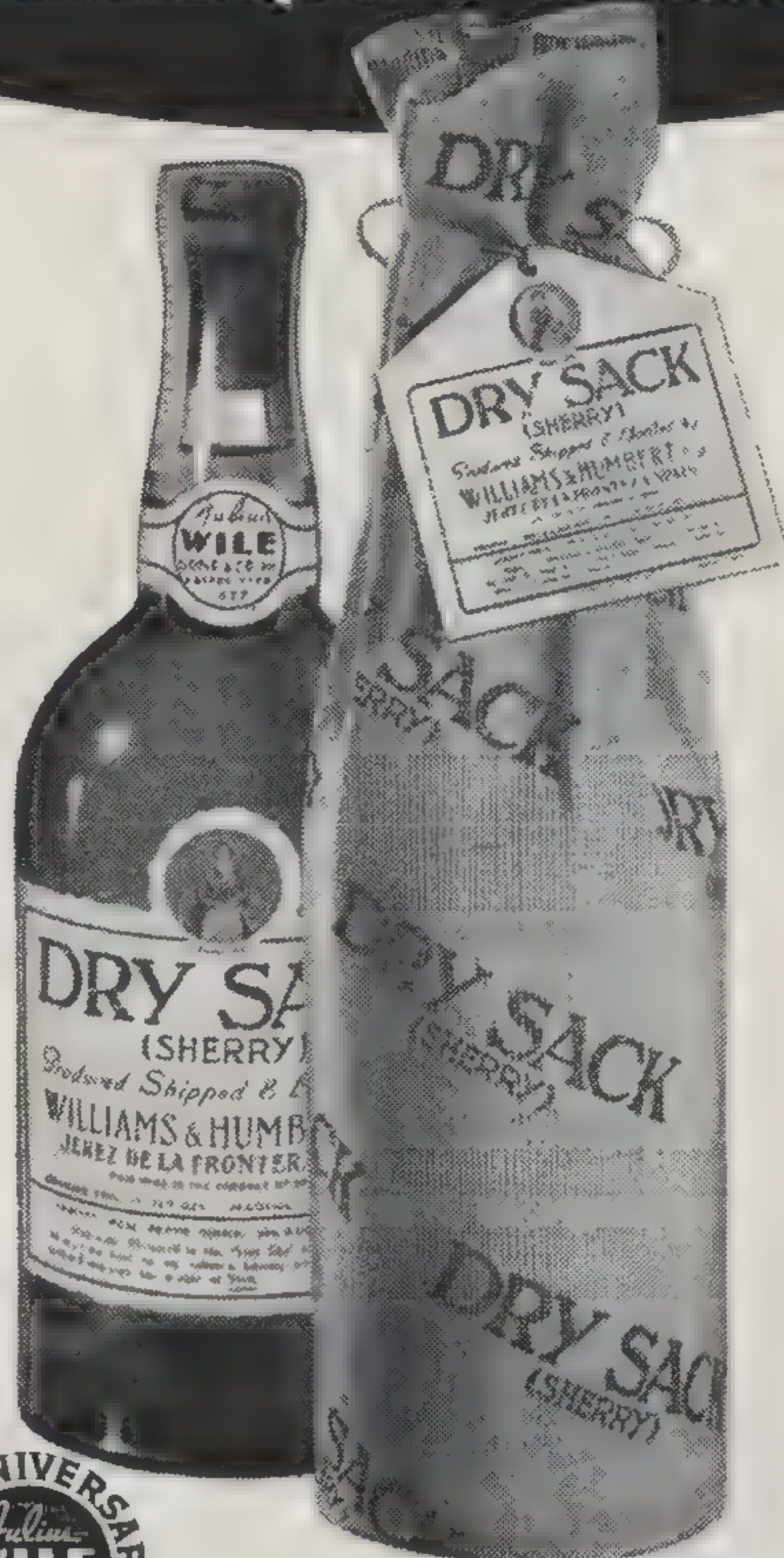
A perfect gift in its  
distinctive cloth sack.

unique  
in flavor

Mellow, nutty flavor—  
neither too dry nor sweet.

unique  
as an apéritif

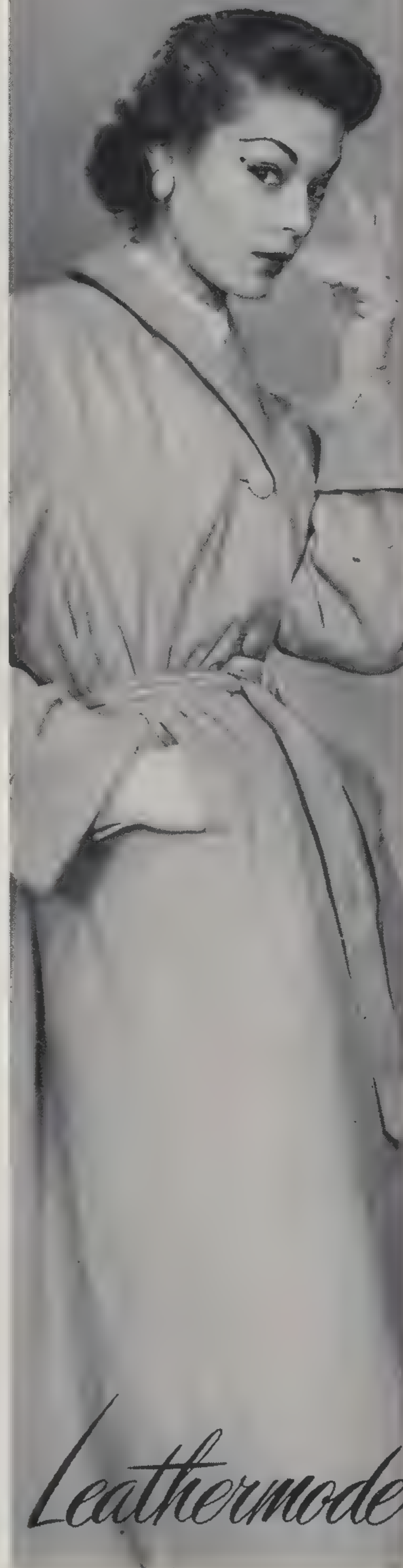
The ideal light drink  
before lunch or dinner.



Let this seal be your  
guide to fine quality

Sole U.S. Agents • Julius Wile Sons & Co., Inc. • New York

Rain or shine, spring, summer, fall or winter, this full-length, suede swagger will be your special pride . . . belted or flared. Fully lined . . . and water-repellent-treated with Indepel. White, yellow, beige, turquoise, tangerine, red. About \$130. At B. Altman & Co., New York; Roos Bros., San Francisco; Lindner Coy, Cleveland. Leathermode, 1410 Broadway, New York 18





# VOGUE'S SCHOOL & CAMP DIRECTORY

For advice: write Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y. 17, or call LE 2-7500

## Travel

### WESTERN CARAVAN & RANCH

Teen age boys & girls. 8 glorious weeks by DeSoto Suburbans. 2 weeks Montana Ranch, Mexico City, Hollywood, San Francisco, Grand Canyon, Sun Valley, National Parks. MR. AND MRS. T. G. MELLOTT, 9 CLAREMONT AVE., MAPLEWOOD, N. J.

### ADLER EXPEDITIONS

AGE GROUPS: 14-20 YEARS  
8 unusual first class trips  
U.S.A.—Canada—Mexico—Europe and Holy Lands.  
Write for details, stating age:  
120 BOYLSTON ST., BOSTON 16, MASS.

## Boys' & Girls' Camps

### FROG HOLLOW FARM

BOYS AND GIRLS • THREE AGE GROUPS 3-10.  
Accessible to New York and Phila. Swimming, crafts, carpentry, music, theatre, pony, playgrounds, camp activities. Outstanding facilities & direction. Bklt. MRS. WM. V. FLEMING, R.D. 2, LANSDALE, PA.

### TAPAWINGO FARM CAMP

Sunnyside Lake, Gouldsboro, Pa. Poconos. 2000' alt. Coed. Camp activities; farm program. Enr. 75; 5 age units: 3-16 yrs. Riding. Instruction: farming, poultry, food processing. Trained staff. Fee \$375. MRS. E. H. NORTON, 9 SNOOK AVE., SCRANTON, PA.

### THREE PINES FOR GIRLS

Moosehead for boys; 7-16 yrs. Treetops for tots 3-6. Crescent Lake, Maine. Modern dance, drama, riding, sailing, all camp activities. 32nd yr. "A" Rating. Counselor trng. For catalogs write DR. MARJORIE JOHNSON, 192 BOSTON POST RD., WESTON, MASS.

### INDIAN ACRES-Forest Acres

Separate Camps and Ranchlife for Boys & Girls 5-18. Two miles apart in White Mts. All sports, arts, golf, fishing, riding and ranchlife. Finest facilities. Also Career Colony & Summer School for older girls. 1125 THE PARKWAY, CHESTNUT HILL 67, MASS.

### GAY VALLEY

Boys and girls 6-12. Program of creative expression: arts and crafts, nature lore, woodcraft, dancing, dramatics, music. Riding. Lake and spring-fed pool. Mature leadership. 4 and 8 weeks. Catalog. MISS MARY W. GWYNN, DIR., BOX V, BREVARD, N. C.

### QUARTER CIRCLE BAR

For boys and girls, ages 9-17 inclusive  
On a 40,000-acre cattle ranch. Riding every day. Caravan trip through scenic Southwest. 4000 ft. elevation. Very dry. Swimming pool, tennis, crafts. Excellent food. Ranch chores for all campers. All modern facilities. Nurse. 23rd Year. Send for catalog.  
CHAS. H. ORME, JR., DIRECTOR  
TEL.: HUMBOLT 351

Ask Vogue for camp information.

## Girls' Camps

### ALOHA CAMPS

FAIRLEE, VERMONT 48TH SEASON  
Aloha Camp for girls 12-15. Club Group 16-17. Aloha Hive for girls 7-12. Lanakila for boys 6-14. MRS. HELEN GULICK KING  
497 BOYLSTON ST., APT. 1, BROOKLINE, MASS.

### FARWELL

Carefree summer for girls 6-17. Ride schooled saddle horses. Swim in Vermont lake. Tennis, Sports, Gypsy trips. Live in log cabins. Dancing, dramatics. Fee includes riding. MR. AND MRS. GEORGE V. CULBERSON, 1546 IREDELL DR., RALEIGH, N. C.

### CAMP NORFLEET

Milton, Vt., on Lake Champlain. 50 girls, 4 to 20. Exceptional music, art, dramatics, dancing, concerts, plays, French. All sports, riding, canoeing. Remedial reading. Counselor training. Distinguished staff. Trained nurse. 36 E. 67 ST., N. Y. 21. RE 4-1486.

### brown ledge

Mallett's Bay Vermont  
"One of America's finest camps." Free daily riding for every girl. Finest show horses, mounted lance drill, trail riding, jumping optional. Sailing, racing tactics. Water skiing. Special acting group and theatre. Tennis, golf, riflery, archery, crafts, swimming, trips. 130 selected girls. One tuition covers all. Booklet. Give age. "Complete and different camp."  
Mr. and Mrs. H. E. Brown  
Box V-196  
Leicester, Mass. Aqueplaning

## Girls' Camps

### TEELA-WOOKET

The Horseback Camps of Vermont. Girls enjoy a glorious summer of riding and adventure! Water sports. Golf course. Tuition \$320-\$400. No extras. Complete outfit may be rented. MR. AND MRS. C. A. ROYS, 38 ORDWAY RD., WELLESLEY HILLS, MASS.

### ECOLE CHAMPLAIN

Girls 6-18. On Lake Champlain. Daily riding, sailing, water sports, tennis, music, art, dancing, overnight camping trips. Conversational French with native counselors. 29th year. Three age groups. MRS. E. V. CHASE, 50 S. WILLARD ST., BURLINGTON, VT.

### WAUKEELA CAMP

Eaton Center, N.H., heart of the White Mountains. Riding, camping trips, water sports, land sports, dramatics, dancing, crafts. Girls 6-16 grouped by age. Counselor Training for girls over 16. 31st year. HOPE V. ALLEN, 52 NISBET ST., PROVIDENCE 6, R.I.

### THE VALLEY CAMP

DANCE-DRAMA

Wolfeboro, N. H. For girls 9-17. Experienced staff. Creative arts program. Daily classes. Also water sports. Private sandy beach. Riding.  
ETTA V. JOHNSON, 15 OAK LANE, RICHMOND, VA.

### CAMP COWASSET

Summer of fun for girls on Cape Cod. Four age groups. All salt water sports, sailing, swimming. Riding, archery, tennis, crafts, music, dancing, dramatics. Trips. Log cabins in pines. 37th yr. Catalog. BEATRICE V. HUNT, DIR., HOLBROOK, MASS.

### QUANSET SAILING CAMPS

Cape Cod camp for girls 5 to 18 featuring daily sailing on beautiful Pleasant Bay. Races, Tennis, Crafts, Archery, Riding included in fee. 4 age groups. Adult Sailing School June & Sept. 48th yr. Catalog. F. G. HAMMATT, SOUTH ORLEANS, MASS.

### MERRYWOOD-AT-LENOX

Ideally located high in the Berkshires. Unusual advantages in Music and Art. Children's Theatre. Features riding, swimming, canoeing and tennis. Girls 6-15. 31st season. Booklet. Phone Lenox 79. VALERIE A. DEUCHER, LENOX, MASSACHUSETTS.

### FOUR-WAY LODGE

On Michigan's beautiful Torch Lake. Girls 7-18. New friends, new skills. Full sports program: riding, sailing stressed. Crafts, trips. Mature staff. 4 age groups. Brother camp. Fairwood. Catalog. MRS. M. V. EDER, 5699 BELMONT AVE., CINCINNATI 24, O.

### MOSS LAKE

Daily Riding. Excellent Sailing. Staff of nationally known experts. All-inclusive fee. Ages 6-19. Adirondack lake & preserve. Indoor playground. Many trips. No ragweed. Brother camp and parent club 3 miles. DR. G. V. LONGSTAFF, JAMAICA 3, L. I., N. Y.

### ECHO CAMP

Camp fun in Adirondacks on beautiful Raquette Lake for 55 girls 6-17. All the usual camp activities including riding, tennis, sailing, and aquaplaning. Excellent food and supervision. Fee \$385. Booklet. MRS. CARLTON V. CLOUGH, PLEASANTVILLE, N. Y.

### PINE LOG CAMP

Lake Luzerne, N. Y., near Lake George. 125 acres, private lake, log cabins. All sports and activities. Small groups, well supervised. Girls 6-18. Catalog. DOROTHY V. BALDWIN AND FRANCES V. KINNEAR, DIRECTORS, LAKE LUZERNE, NEW YORK.

### PITT HALL

Girls 7-13. Beautiful Berkshire country. Small groups. Riding a specialty. Swimming, tennis, crafts, dramatics, music. All inclusive fee summer camp season. Open June, Sept., winter holidays. Older girls counselor training. ELSIE V. POWELL, OLD CHATHAM, N.Y.

### CAMP TWA-NE-KO-TAH

LAKE CHAUTAUQUA, NEW YORK

Girls 7-18 develop wholesome traits. 4 age groups. Drama, music, crafts. Water sports. Riding. Trips; plays at Chautauqua. Catalog. REV. AND MRS. R. V. STOLL, 144 JEWETT PKWAY, BUFFALO 14, N. Y.

### FIRE • PLACE • LODGE

EAST HAMPTON, L. I., ON GARDINER'S BAY

#### A Salt Water Camp for Girls 5 to 19

Sailing, Swimming, Riding, Canoeing, Tennis, Orchestra, Exceptional Music, Fine Arts, Dancing, Dramatics, Counselor Training. Six separate units and programs. For catalog, write:  
Mrs. A. V. Purcell, Director  
33 Oxford Street, Montclair, New Jersey

## Girls' Camps

### CAMP ABENA

Belgrade Lakes, Me. Camp for girls featuring excellent instruction in water sports, tennis, riding, & overnight trips. Ages 5-17. College trained staff. Resident nurse. Catalog. MARTHA E. SANBOM, 45-V GRANT AVE., FARMINGDALE, L. I., N. Y.

### WACIPI PINES

Lake Thompson, Oxford, Me. 50 girls 5-15. 24th year. Flexible program. Modern sleeping lodges. Excellent health record. Nurse. Fine spring water. Mature experienced staff. Careful supervision. C. ELISABETH RAYNES, 143 UPHAM STREET, MELROSE, MASS.

### OWAISSA IN THE POCONOS

"CAMP OF HAPPINESS"

Riding included in fee. All water and land sports. Trips, crafts, dramatics, horse shows, etc. Sr., Jr., & Nursery Camps; Counselor Training. 37th year. MRS. O. V. PAXSON, 9 RUGBY RD., BRYN MAWR, PA.

### LAKE GREELEY POCONO MT.

Greeley, Pa. Girls 6-17. Fee includes 2 hrs. riding daily, trips, crafts, laundry, dancing, music, drama, riflery, nature, land & water sports. Flexible program. 8 wks. or month. 32nd yr. Tel. Ardmore 7157. Catalog: CARL A. HUMMEL, WYNNWOOD 10, PA.

### CAMP ILLAHEE

Girls 6-17. Fun, adventure in Blue Ridge Mts. Creative program. Four age groups. 40 counselors. 125 campers. Water, land sports, dancing, crafts, riding, sailing, mountain trips. Catalog. MRS. KATHRYN F. CURTIS, DIRECTOR, BOX 272-V, BREVARD, N. C.

### CIMARRONCITA RANCH

Summer of fun, adventure in picturesque setting. Separate girls and boys camps. 6500 ft. alt. Cool and invigorating. Usual camp activities; daily riding. 22nd yr. References. Catalog. MR. & MRS. FRANK BURK, DIRECTORS, UTE PARK, NEW MEXICO.

### PERRY-MANSFIELD

Steamboat Springs, Colorado. Western camps for girls 7 to 25 in four groups. Pack trips, swimming, tennis, drama, dance, art. Horsemanship & Counselor Training courses. College credits. PORTIA V. MANSFIELD, 135 CORONA, PELHAM 65, N. Y. PELHAM 8-0025.

### BRYN AFON

Rhineland, Wisconsin  
Girls 7-18 Alt. 1750 ft.  
All land and water sports. Arts & Crafts. Dancing. Sailing. Riding. Trips. Houseboat Cruises. One counselor for every four campers. 35th Season. Booklet.  
Lotta V. Broadbridge  
Detroit 14, Mich.

## Boys' Camps

### MOREHEAD BY-THE-SEA

Boys 6-17 yrs. 4 wks. \$185; 8 wks. \$345. Chris-Craft Speedboat for water skiing & aquaplaning, 28 sailboats, golf, athletics, surf & other activities. 15th season. Catalog. PAT CRAWFORD, DIR., (A.B., M.A., Former Major Leaguer) MOREHEAD CITY, N. C.

### ADIRONDACK CAMP

300 acres on Lake George at Glenburnie, New York. Boys 7 to 16. Sailing, superior aquatics, English riding, trips, tennis, baseball, etc. Mature staff. Resident nurse. COL. & MRS. W. H. WARRICK, 240-25 FOREST DR., DOUGLSTON, L. I., N. Y.

### CULVER 8 HAPPY WEEKS OF CULVER TRAINING

In NAVAL AND HORSEMANSHIP SCHOOLS (boys 14-18) and WOODCRAFT CAMP (boys 9½-14). Regular Academy personnel. Exceptional housing, dining and health facilities. 1000-acre wooded campus. Emphasis on correct posture, initiative, courtesy. Optional tutoring for older boys. All land and water sports. Moderate cost. State catalog desired.  
210 LAKE SHORE WALK CULVER, IND.

### CAMP DEERHORN

FOR BOYS 7-16. Rhineland, Wis.

Alt. 1750 ft. All Land and Water Sports. Canoe Trips with Guides. Sailing Cruises. Overnight Horseback Trips. Fishing Trips. Modern Equipment. Mature Staff. Excellent Food. 23rd Season. Booklet. Dr. Don V. Broadbridge, 42 Edgemere Road, Grosse Pointe Farms, Michigan. Sister Camp—Bryn Afon—Three Miles.

## Boys' Camps

### WAMPANOAG—CAPE COD

Salt water camp for boys 6-16. Buzzards Bay, Mass. Sailing, navigation, canoeing, swimming, tennis, shop, archery, riflery, work-program for older campers. Individual boy emphasized. Nurse. 46th yr. Booklet. D. TAYLOR, C-118 ELGIN ST., NEWTON CENTER, MASS.

### HALF MOON

Great Barrington, Mass. Boys 6-16. In Berkshires. 120 mi. N. Y. C. Special trips by canoe and horse. Sports. Riding. Special care, younger boys. Nurses. 30th year. Catalog, state age. DR. & MRS. EDW. G. STOREY, 370 ORIENTA AVE., MAMARONECK, N. Y.

### SUSQUEHANNA

Boys 5-18. Mt. camp on private lake. New Milford, Pa. 34th Year. 825 Acres. Daily riding, complete course in horsemanship. All sports. Own farm. Skilled leader for each 4 boys. Personal development our aim. Booklet. R. T. SMITH, NEW MILFORD, PENNSYLVANIA.

### VALLEY FORGE CAMPS

An unforgettable summer vacation for boys at America's National Shrine. Cavalry Camp (14-18); expert riding instruction; mounted hikes. Pioneer Camp (9-14); woodcraft; trips. Band Camp (14-18); expert musical training. Swimming. Cat. Box 53, WAYNE, PA.

## Boys' Schools

### MANLIUS

N.Y.'s oldest independent boys' brdg. school. Accred. Grades 7-12. College prep. includes Officer's Training. After 2 yrs. grads. eligible for advanced standing college R.O.T.C. Remedial reading. Sports. Band. Summer session. R. V. WEEKES, MANLIUS, N. Y.

### NEW YORK MILITARY ACAD.

THE SCHOOL OF DISTINCTION

97% of Class of '51 in nation's leading colleges. Highest scholastic standards; emphasis on character development. Junior School. All Sports. 36 ACADEMY AVENUE, CORNWALL-ON-HUDSON, NEW YORK.

### CARSON LONG

Boys' Military School. Educates the whole boy—physically, mentally, morally. How to learn, how to labor, how to live. Prepares for college, life or business. Character building supreme. 116th year. Rates \$700.00. Extras about \$290.00. Box 16, NEW BLOOMFIELD, PA.

### PENNA. MILITARY PREP

Accredited all colleges. Teaches How-to-Study. Small classes. Character training. Senior R.O.T.C. Highest gov't rating. 2 athletic fields. Swimming. All sports. Band. 131st yr. On main line Pa. R.R. Enter now. Catalog. C. R. MOLL, DEPT. 13, CHESTER, PA.

### FORK UNION MILITARY ACAD.

One Subject Plan (Upper School) has increased number of honor students 50%. Accredited. ROTC highest rating. Modern bldgs., 2 gyms, pool. Separate Jr. School, grades 1-7. For booklet and catalog write: DR. J. C. WICKER, BOX 902, FORK UNION, VA.

### VALLEY FORGE MILITARY ACADEMY

"At the Nation's Shrine"

Prepare your boy to enter leading colleges and at the same time be trained for a commission in the Armed Services. Fully accredited, highest academic standards. College Prep. and Jr. College, ages 12-20; all sports. Art, Cavalry, Infantry, Band, Senior Division ROTC. Catalog. Box H Wayne, Pa.

### FARRAGUT

College Preparatory—Naval Training

Two separate schools: Toms River, N.J.; St. Petersburg, Fla. Accredited. Preparation for all colleges, gov't academies. Separate Jr. Schools. Accelerated program begins July 6. Guidance, remedial reading, Sports, boats, bands. Specify catalog.

Admiral Farragut Academy

Box V, Toms River, N. J.

### EDUCATIONAL

### TROUBLE SHOOTERS

Individualized Plan—Each Student a Class

For those with educational problems—successful college preparation and general education. Our tests discover causes of difficulties and we (1) devise individualized program to overcome difficulties; (2) make up lost time; (3) instill confidence; (4) teach effectively the art of concentration and the science of study. Faculty 12; Enrollment 30; 46 years' experience. Write Edward R. Knight, Ph.D., Headmaster

### OXFORD ACADEMY

Box K-95, Pleasantville, N. J.



## Boys' Schools

### THE BAYLOR SCHOOL

59th year. College prep. Accredited scholarship. Boys 12-18. Semi-military. Ideal location. Modern facilities. New gym. Championship athletics. Non-sectarian religious guidance. Summer camp, boys 8-15. Catalog. 112 CHEROKEE ROAD, CHATTANOOGA, TENNESSEE.

### CASTLE HEIGHTS MIL. ACAD.

Sr. R.O.T.C. High School, Junior School. Prepares for College & Gov't Academies. 17 modern bldgs. Swimming pool. Summer School. Non-profit. For "22 Points" and Catalog, address: COL. H. V. ARMSTRONG, PRES., LEBANON (near Nashville), TENN.

### RIVERSIDE MILITARY ACAD.

Outstanding record. R.O.T.C. Winter at Hollywood-by-the-Sea, Florida. All athletics. Separate school for younger boys. Progress guaranteed. All-inclusive fee. For illustrated catalog, address GEN. SANDY BEAVER, PRES., BOX 902-V, GAINESVILLE, GA.

### CULVER MILITARY ACADEMY

8th grade. Thorough preparation for leading colleges. Emphasis on physical, intellectual, moral stamina. Exceptional facilities. On Lake Maxinkuckee. Leadership training. All sports. Senior Basic ROTC. Band. Catalog. 210 PERSHING WK., CULVER, IND.

### HOWE MILITARY SCHOOL

Thorough academic training in spiritual environment. Accredited preparatory, business. Potential Achievement Rating gives individual goal. Jr. school. Sr. ROTC. Sports. Episcopal. Summer camp. Catalog. B. B. BOUTON, 1522 ACADEMY PL., HOWE, IND.

### MORGAN PARK MILITARY

Complete development of every boy. Fully accredited college prep. High academic standards. ROTC. Sports. 15 miles from Chicago's advantages. Lower School. 79th year. Catalog. COL. C. L. JORDAN, BOX 622, MORGAN PARK, CHICAGO 43, ILL.

### WILLIAMS MILITARY ACAD.

Accredited. Ages 6-15. Full curriculum. Inspiring military life. Sports for all. 18-acre campus 25 miles from Chicago's advantages. Moderate rate. Write for information, or call: COL. P. E. WILLIAMS, DEPT. V, WHEATON, ILL. TEL. 8-1048.

### WESTERN MILITARY ACAD.

Faculty accepts responsibility for academic success. Inspires self-confidence, awakens interest. College prep. Grades 8-12. Athletic, social program. Riding. Indoor pool. Senior ROTC. 74th year. Catalog. COL. R. L. JACKSON, BOX V-2, ALTON, ILL.

### NORTHWESTERN

#### MILITARY AND NAVAL ACADEMY

Distinguished college prep at Lake Geneva, "The Switzerland of America." Accredited. 75 mi. north Chicago. Small classes. ROTC. Sports. Est. 1888. Catalog. 42 LAKE SHORE RD., LAKE GENEVA, WIS.

### ST. JOHN'S MILITARY

Graduates in 135 colleges, gov't academies. Accredited. Conference-type classes. Highest War Dept. rating. Modern buildings. All sports. In Wisconsin's Land of Lakes. Episcopal. 68th year. Catalog. 922 DE KOVEN HALL, DELAFIELD, WISCONSIN.



If your son —

has wasted time in school; if he does not know "how to study"; or concentrate; if he lacks ambition; if he needs individual instruction . . . investigate the Warren Way. Remedial programs planned for individual acceleration and success. College preparation. Visit, write, wire, or phone: CARL O. WARREN, HDM. BOX 700 OLNEY, MARYLAND

## STAUNTON

### MILITARY ACADEMY

In Beautiful Shenandoah Valley. Thorough college preparation; fully accredited. Individual guidance. Band. All sports. 2 gyms. Pool. Fine health record. Fireproof buildings. Separate Junior School. Illus. Catalog write Supt. S.M.A. Box V-2, Staunton, Va. BASIC COURSE R.O.T.C. BY U.S. ARMY INSTRUCTORS. Founded 1860



## Finishing School

### Powers School

For Poise and Self-Assurance

Whether career girl, professional woman, homemaker or student, there is a Powers Course for you! Spend 2 to 6 weeks with John Robert Powers expert instructors improving your posture, weight, figure, make-up, wardrobe styling, speech, poise and personality. Budget-wise courses Evenings, Daytime, Saturdays. Small congenial groups. Completely private daytime instruction available. Short-term courses. Special teen age programs. Write or phone Fay Vail for Spring or Summer Catalog.

POWERS SCHOOL, 247 Park Ave., N. Y. 17, PL 5-0165

## Tutoring

### THE TUTORING SCHOOL

74 EAST 55 ST., NEW YORK 22, N. Y. In 25 years, unusual record of admission to leading colleges. Exclusively individual tutoring assures rapid progress. Well equipped science laboratories. Write, visit, phone PL 5-6666 for catalog.

## Foreign School

### BRILLANTMONT

Institution Heubi Lausanne, Switzerland Girls 12-20. Chateau: French, Languages, music, art. Special courses for College Board preparation. Villa: Complete courses in Home Economics, Sports. Mrs. A. V. HAWKINS, SYOSSET, LONG ISLAND, N. Y.

## Girls' Schools

### THE GILL SCHOOL

Boarding & country day school for girls, grades 8-12. College preparatory and general courses. Country campus 40 mi. from N. Y. Music, art, sports, student activities. Coeducational day school thru grade 7. ELIZABETH A. GILL, PRINC., BERNARDSVILLE, N. J.

### THE BEARD SCHOOL

Fully accredited. Outstanding college preparation. Kindergarten through high school. Resident and Day. Separate lower school dormitory. Art. Dance. Dramatics. Music. Remedial Reading. Trips. Sports. EDITH M. SUTHERLAND, DEPT. 30, ORANGE, N. J.

### ST. AGNES SCHOOL

A Day and Boarding School for Girls. Excellent College Preparatory record. Special course—arranged for girls not contemplating college. Sports, Art, Music. MISS BLANCHE PITTMAN, PRINCIPAL ALBANY 4, N. Y.

### ST. MARY'S SCHOOL

Episcopal School for girls, on the Hudson. Under care of Sisters of St. Mary. Grades 7 through 12. Modified Kent plan. Fully accredited. Small classes. Riding, swimming, dramatics, music, art. SISTER SUPERIOR, ST. MARY'S SCHOOL, PEESKILL 6, NEW YORK.

### THE KNOX SCHOOL

In a region of American traditions. College preparatory, post-graduate, grades 7 & 8. Sec'l science. Home Ec. Full sports program with daily riding. Art, Music, Drama. Social program with dances. Est. 1904. Box V, COOPERSTOWN, NEW YORK.

### CATHEDRAL SCHOOL

OF SAINT MARY, GARDEN CITY, L. I., N. Y. An accredited Episcopal school for girls. Suburban N.Y.C. Day: nursery to college. Boarding: grades 5-12. Strong college preparatory course. Music, Dramatics, Art. Sports. MARION REID MARSH, BOX V.

## Edgewood Park

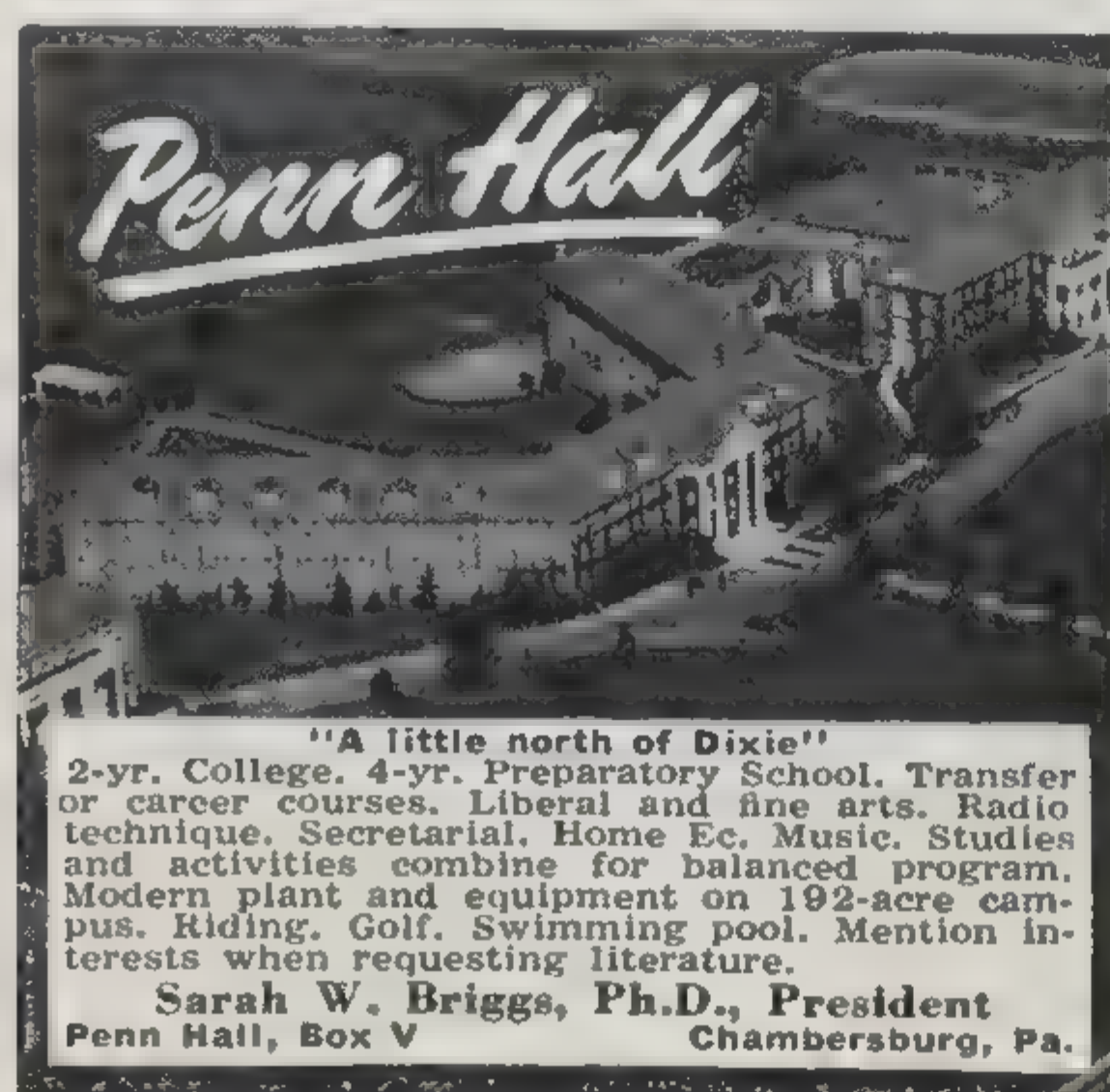
### FOR YOUNG WOMEN

• Accredited college preparatory. Advanced courses in Cultural and Practical Arts, Fine Arts, Secretarial Science, Medical Assistant, Home Economics, Dramatics, Costume Design, Interior Decoration, Merchandising, Kindergarten, Lake, pool. All sports—riding, tennis, golf. Moderate rates. Write for catalog. Box V-10, Briarcliff Manor, N. Y.

## Centenary JUNIOR COLLEGE

Fully accredited. Awards A.A. degree. College transfer, terminal, and pre-professional courses. Limited enrollment. Strong student leadership. Beautiful 40-acre campus. Little Theatre. All sports. Swimming Pool. Social life. Inclusive fee. New York City 50 miles. Literature on request.

Box 502 Hackettstown, New Jersey



## Girls' Schools

### GRIER SCHOOL

In the Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls 12-18. Music, Art, Typing. Exceptional Riding. Winter and team sports. 1000 acres. Gym, pool. 99th year. MR. & MRS. T. C. GRIER, BOX 62, TIRONA, PA.

### LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music. Home Economics. Secretarial Studies. Art. Dramatic Art. Preparatory and General Courses. All Sports. Riding. Pool. Moderate Tuition. BYRON K. HORNE, D.D., BOX 92, LITITZ, PA.

### GREEN MOUNTAIN

Accredited Jr. College for girls. Liberal Arts, Sciences, Home Ec., Retailing, Music, Drama, Art, Sec., Journalism, New library. Modern methods. 50-acre campus. Riding, skiing, etc. A.A. Degree. DR. H. C. ACKLEY, 26 COLLEGE ST., POULTNEY, VT.

### THE GARLAND SCHOOL

#### A JUNIOR COLLEGE

Homemaking majors: Clothing, Food, Child Study. Art majors: Costume Design, Interior Decoration. Fine Arts. 5 practice residences. GLADYS V. JONES, 409 COMMONWEALTH AVE., BOSTON 15, MASS.

### PINE MANOR JR. COLLEGE

2 yr. terminal or transfer courses in Liberal Arts. Creative Arts workshop interrelating Dance, Drama, Music, Design. Half hour from Boston. Riding. Fully accredited. Est. 1911. Mrs. MARIE WARREN POTTER, PRSS., BOX V, WELLESLEY, MASS.

### ENDICOTT JUNIOR COLLEGE

Two-Year College Courses for Young Women Liberal Arts, Art, Sec'l, Med. Sec'l, Foods, Clothing, Radio, Drama, Mdse., Photo, Int. Dec., Journalism, Internship. All Sports. Shore Campus. N. Boston. E. V. TUPPER, PH.D., DEAN, BEVERLY, MASS.

### ROGERS HALL

60 years of New England traditions. Near Boston. Thorough college preparation. One year intensive review for college. General course: secretarial training, excellent music and art. All sports. Swimming pool. MRS. KATHARINE MACGAY, BOX V, LOWELL, MASS.

### DANA HALL

Established 1881. College preparatory and general courses for girls, grades 10, 11, 12. Strong Art and Music Departments. Dramatics, Riding, Modern Dance. Small house plan for 250 boarders. Mrs. ALNAH J. JOHNSTON, BOX V, WELLESLEY 81, MASS.

### ABBOT ACADEMY

A College Preparatory School. 9th through 12th Grades. Special emphasis on Music. Large campus. Modern buildings and equipment. All sports. 23 miles from Boston. Founded 1829. Catalogue. MARGUERITE C. HEARSEY, PRIN., ANDOVER, MASS.

## Mary A. Burnham



Burnham graduates are mature, poised, trained—fully prepared for any college. General, post-graduate courses. Music emphasized. Art, Secretarial. Traditional campus life. National enrollment. Riding, skiing, swimming, all sports. Mensendieck system for posture. 75th yr. Summer School. Newport, R. I. Mrs. George Waldo Emerson, Box 43-D, Northampton, Massachusetts.

## Lasell Junior College

### PREPARES YOUNG WOMEN FOR LIVING

• 101st year. Well rounded college life on 30-acre campus, ten miles from Boston. Liberal arts, sec'l, pre-professional, home economics, retail training, art, music, drama. A.A. or A.S. degree. Transfer credit. Individual counseling. Tennis, riding, skiing; swimming pool. Catalog. 126 Woodland Road, Auburndale 66, Mass.

## Stoneleigh-Prospect Hill



Accredited college preparatory and general courses. 7th-12th Grades. Small classes. Art, music, dramatics, typing, sewing. All sports. 150 acres with beautifully equipped modern building in heart of famous educational region. Private stables; professional instruction in riding, skiing. Mensendieck system for posture. Mrs. George Waldo Emerson Box D Greenfield, Massachusetts



## GREENBRIER WHERE YOU PREPARE FOR LIVING

For 139 years, a school for girls, in the southern manner. 2 yrs. H.S. 2 yrs. Standard College. Liberal Arts, General Educ., Music, Art, Dramatic Art, Physical Educ., Secretarial, Merchandising, Medical Secretarial. Near White Sulphur Springs. Modern fireproof residence hall, suites with connecting bath. Emphasis upon personal guidance.

LITERATURE UPON REQUEST

FRENCH W. THOMPSON, PRES., BOX V, LEWISBURG, WEST VIRGINIA

## Girls' Schools

### SAINT MARGARET'S SCHOOL

Emphasizes preparation for leading colleges. Also general course with music, dramatics, art, Hockey, riding. Other sports. 30 acre campus. Fire-proof building. Established 1865. PAULINE S. FAIRBANKS, HEADMISTRESS, BOX V, WATERBURY 90, CONN.

### MARJORIE WEBSTER

Junior College. In Nation's Capital. Accredited. 2 year terminal and transfer courses. Liberal Arts; Phys. Ed.; Kindergarten; Sec'l; Speech; Dramatics. Radio and TV; Music; Art; Mds. Pool, gymnasium. Catalog. BOX V, WASHINGTON 12, D. C.

### MARGARET HALL

Episcopal school for girls, primary through high school. Accredited college preparatory. Modern building, swimming pool, sports. Riding. Campus of six acres. For Catalog, and "Ave Crux," address: SISTER RACHEL, O.S.H., BOX V, VERSAILLES, KY.

### FAIRFAX HALL

An old Virginia school in famous Shenandoah Valley. Accredited 4 years high school. 2 years college. Liberal arts, fine arts, sec'l, music. Happy social life. All sports, riding. Pools. WM. B. GATES, PRES., BOX V-522, PARK STATION, WAYNESBORO, VA.

### STRATFORD

Accred. Jr. College and High School. Develops personality. Music, Dramatics, Art, Int. Decoration, Costume Design, Secretarial, Journalism, etc. Sports. For "Intimate Glimpses" and Catalog, address: JOHN C. SIMPSON, LL. D., PRES., BOX V, DANVILLE, VA.

### VIRGINIA INTERMONT

Fully accredited Jr. College and two years High School. Music, Art, Dramatics, Journalism, Radio, Home Ec., Phys. Ed., Sec'l, Liberal Arts, Riding, swimming. Est. 1884. Moderate rates. Catalog. R. L. BRANTLEY, PH.D., BOX 127, BRISTOL, VA.

### ST. ANNE'S SCHOOL

CHARLOTTESVILLE, VA. (GIRLS VI-XII) Episcopal, College Preparatory. Boarding and Day. Curriculum is well rounded, emphasis is individual, based on principles of Christian Democracy. HEADMISTRESS, MRS. THOMAS JEFFERSON RANDOLPH V.

### BARTRAM SCHOOL—FLORIDA

College preparation of highest standards. Fully accredited; graduates in leading colleges. Extra-curricular music, art, dramatics, riding, pool and ocean swimming. Boarding dept. Grades VI to XII. OLGA V. PRATT (VASSAR), JACKSONVILLE 7, FLA.

### HARRIS FLORIDA SCHOOL

ESTABLISHED IN 1914 ACCREDITED Separate departments for older and younger girls. Catalogue and Viewbook upon request. 1057 BRICKELL AVENUE, MIAMI, FLORIDA.

## Webber College



Retailing • Secretarial • Investments Excellent preparation for careers in business, merchandising, investments. 1 & 2 year courses. Beautiful lake-front campus. Sailing. Complete social program. Established by Mrs. Roger W. Babson in 1927. For catalog, write: Palmer T. Hogenson, Ph.D., President Box V, Babson Park, Florida



**Sullins College** Estab. 1870. Accredited Junior College. Pre-degree and terminal courses: Liberal Arts, Music, Speech, Art, Sec'l, Med. Sec'l, Merchandising, Home Ec., Phys. Ed., Ballet, Equitation (own stable). Social programs. 335 acres. Private lake. Blue Ridge Mts. Endowed. Also 2-yr. H.S. Dept. For Catalog, write: William T. Martin, Pres., Box V, Bristol, Va.

## Southern Seminary AND JUNIOR COLLEGE

86th year. Accredited Junior College and High School—In Blue Ridge Mts. of Virginia. Cultural and Career courses combined to meet today's needs: Music, Art, Languages, Drama, Speech, Home Economics, Merchandising, Physical Education, Secretarial, Library Science, Kindergarten Training, Social Training, Equitation. Own stable of fine horses. All sports. Indoor Swimming Pool. Mention interests when writing for Catalog. Margaret Durham Robey, President, Box 102-V Buena Vista, Virginia





## Girls' Schools

### FERRY HALL

One of the oldest, most distinguished boarding schools for girls in the Middle West, with a fine modern plant. Accredited college preparation as well as a general course. On Lake Michigan, near Chicago. Catalogue. FRANCES G. WALLACE, Box 4, LAKE FOREST, ILL.

### MARYWOOD SCHOOL

For girls. High School. Resident and day. Conducted by Sisters of Providence. Fully accredited. Member North Central Assn. College Preparatory, General Academic, Music, Art, Home-Making courses. Gym and swimming pool. 2114 RIDGE AVE., EVANSTON, ILL.

### KINGSWOOD-CRANBROOK

Boarding, grades 9-12; day, grades 7-12. College preparatory, general courses. On Lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in art, science, handicrafts. Catalogue. 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

### DOWNER SEMINARY

Chartered March, 1851. Thorough college preparation. Individual guidance. Excellent faculty and equipment. Art, music, dramatics. Sports—spacious campus. Day and resident students. Accredited. NAR WARREN TAYLOR, MILWAUKEE 11, WIS.

### MONTICELLO

114th year. Accredited Junior College and 2 year High School. Known for its friendliness, academic standing and counseling. Art, Music, Int. Dec., Costume Design, Homemaking, Sec'l, Riding, Pool. 300 acres. Near St. Louis. Box 353V, ALTON, ILL.

### CHRISTIAN COLLEGE

Accredited Junior College and Conservatory (A.A. degree). Terminal, transfer, pre-career courses. Music, Art, Drama, Sec'l, Nursing, Int. Dec., Costume Design, Home Mgmt. Pool, riding. 101st year. Catalog. JAMES C. MILLER, PH.D., Box C. COLUMBIA, MO.

### ANNA HEAD SCHOOL

Est. 1887. College Prep. & General Courses. Accredited East and West—Lower School. Outdoor Life. Tennis. Swimming. Hockey. Riding. Catalog. CATHERINE H. DEWEY, B.A.; DANIEL DEWEY, M.A., 2538D CHANNING WAY, BERKELEY, CALIF.

### SANTA BARBARA

HIGH SCHOOL AND JUNIOR COLLEGE  
Accredited. College Board Examinations. Music, Art, Dramatics. Small Classes. Riding. Outdoor pool. Address: MOTHER SUPERIOR  
MARYMOUNT, SANTA BARBARA, CALIFORNIA.

### RADFORD SCHOOL FOR GIRLS

Accredited college preparation in ideal year-round climate. Open air classes in patio. Music, art, dramatics, secretarship. Sports, riding. Not for profit. Catalog. LUCINDA DE L. TEMPLIN, PH.D., PRIN., 4501 AUSTIN TERRACE, EL PASO, TEXAS.

### HOCKADAY

College Preparatory in friendly metropolitan Dallas. National academic reputation. Emphasis on individual guidance, character, study habits, poise, cultural values. Boarding grades 8-12. Year-round sports. Est. 1913. 2407 GREENVILLE, DALLAS, TEXAS.

### BROWNMOOR SCHOOL

Boarding school for girls, grades 1-12. College preparatory and general courses. Accredited. Music, Art, Drama. Outdoor sports throughout the school year. Eastern and western riding. Swimming pool. Tennis. DONALD D. GEISER, HEADMASTER, PHOENIX, ARIZ.

## Coeducational

### BUXTON SCHOOL

For boys and girls who want good college preparation including interschool sports, music, art, drama, skiing, shop, work program, trips. 140 acre campus near town with college games, theatre, etc. Write: E. G. SANGSTER, Box 970-A, WILLIAMSTOWN, MASS.

### ARIZONA SUNSHINE SCHOOL

DAY 25TH YEAR BOARDING  
Small homelike boarding department  
All year program  
Mr. and Mrs. C. V. HUGHES, DIRECTORS  
P. O. Box 430 TUCSON, ARIZONA

### QUARTER CIRCLE V BAR

Coeducational—  
Grades 3 through 12  
On a 40,000 acre ranch in  
Central Arizona. Dry,  
healthful climate. Horse  
for each student. Accredited by examination  
at Phoenix High School. Highest standards.  
Individual attention. Student participation in  
roundups. Ranch chores for each. Pool, riflery,  
all usual sports. Modern facilities. Work shop.  
Family atmosphere. Home grown food.  
CHAS. H. ORME, JR., DIRECTOR

## Home Study

### CALVERT "SCHOOL-AT-HOME"

Kindergarten through 9th grade  
Calvert "School-at-Home" Courses give your child the same study plan used in the famous 50-year-old Calvert School in Baltimore. Easy to follow directions. Guidance by Calvert teachers. Lessons, books, supplies provided. Students transfer successfully. Start any time. Unique Crafts Course. Catalog. Give age and school grade of child.

### CALVERT SCHOOL

252 E. TUSCANY RD., BALTIMORE 10, MD.

## Post-Secondary

### BARMORE

Humanities and Liberal Arts—on college level. Special Training for careers in Advertising, Bridal & Fashion Merchandising, Decoration, Design. Accelerated career training for college graduates. Day & Resident. 15 EAST 70 STREET, NEW YORK 21.

## Special Schools

### THE BANCROFT SCHOOL

Specialized individual training for the unusual or retarded child. All school subjects and advantages. Attractive home life; social training; recreation; sports. Medical & psychiatric supervision. Est. 1883. JENZIA COOLEY, PRIN., Box 345, HADDONFIELD, N.J.

## Secretarial & Business

### BROWARDBUSINESSCOLLEGE

IN FLORIDA  
Accredited. Morning classes. Afternoons free for beach or part-time job. Enroll any time. Complete business curricula. Catalog. Mrs. LEONA WHELAN, 225 LANG BUILDING, FORT LAUDERDALE, FLORIDA.

### WOOD SECRETARIAL

Prepare now for well-paying positions. Courses for H.S. grads. Special course for college women. Free placement service. Dorm. 72nd yr. Enroll now. Catalog. ASST. REGISTRAR, 125 PARK AVE. (100 E. 42 ST. OPP. GRAND CENTRAL), N. Y. 17. MU 6-1560.

### NEW YORK BUSINESS SCHOOL

Business Administration, Secretarial, Stenographic (Medical & Legal), Typewriting, Foreign Shorthand & Languages, Business Machines, Review Courses. Individual Instruction. Begin any time. Day & Eve. Placement. Catalog. 11 W. 42 St., N. Y. 18. WI 7-9757.

### EASTMAN SCHOOL

E. C. GAINES, A. B., Pres. Secretarial and Accounting courses. Also Spanish Stenography, International Trade. Registered by Regents. Day and Evening. Established 1853. Bulletin on Request. 411 LEXINGTON AVE., N. Y. (44 St.) MU 2-3527.

### BERKELEY SCHOOL

Intensive, comprehensive secretarial courses for high school graduates, college women. Distinguished faculty. Placement service. New Term Feb. 18. Catalog. ASSISTANT TO DIRECTOR, 420 LEXINGTON AVE., N.Y.C. 17; WHITE PLAINS, N.Y.; E. ORANGE, N.J.

### THE MOON SCHOOL

Secretarial, Personality Development Course for high school graduates develops poise, prepares for good positions. 6, 8, 10 months. Short courses for college women. Placement service. 52nd yr. Catalog V. Mrs. WM. T. MOON, 521 FIFTH AVE., N. Y. C. 17.

### BRYANT COLLEGE

B.S. degree in 2 yrs. Exec. and Med. Secretarial, Advertising, Retailing, Merchandising. 1-yr. sec'l diploma. Special course for college grads. Personality development. Attractive dorms. 19 bldgs. Coed. Catalog. REGISTRATION SECRETARY, PROVIDENCE 6, R. I.

## Katharine Gibbs

BOSTON 16  
90 Marlborough St.  
CHICAGO 11  
51 East Superior St.  
NEW YORK 17  
230 Park Ave.  
MONTCLAIR, N. J.  
33 Plymouth St.  
PROVIDENCE 6, R. I.  
155 Angell St.  
SECRETARIAL  
Outstanding training for high school and private school graduates. Special course for college women. Resident facilities. Catalog: Associate Principal.

## Fine & Applied Arts

### Modern School

• Costume Design • Pattern-making and Grading •  
• Millinery • Retailing with Field Work •  
• Interior Design and Decoration • Copy Writing •  
Coeducational

Directors: Carolyn L. Dewing, Donald S. Feeley  
Licensed by Comm. of Mass. Dept. of Education  
Box 51, 687 Boylston St., Boston 16, Mass. (KE 6-9343)

### BUTERA

SCHOOL OF ART  
Commercial Art, Fashion, Design, Fine Arts. Basic course for beginners. Small classes, individual attention, rapid development. Faculty of practicing artists. Delightful location. Write for catalog. Box V, 111 Beacon St., Boston 16, Mass.

## Fine & Applied Arts

### JACKSON-VON LADAU SCHOOL

Diploma courses in costume design, fashion illustration and art. French draping, pattern making, art appreciation. Advertising, fashion copywriting, merchandising. Placement. Ask for catalog. 367 BOYLSTON ST., BOSTON 16, MASS.

### CLAYMAR SCHOOL OF DESIGN

INTERIOR DECORATION  
Entrance monthly  
Flexible schedule • Individual guidance • Day & eve.  
MARIE DE RHINCK, A.I.D., DIRECTOR  
129-131 WEST 52 STREET, NEW YORK 19, N. Y.

### NEW YORK—PHOENIX

School of Design. 59th year. Thoroughly proven courses in Fashion Illustration, Textile Design, Adver. Design incl. Editorial Layout, Story illus. Fine Arts. Day, eve., Sat. classes. Catalog V. 160 LEXINGTON AVE. (AT 30TH), N. Y. 16. MU 5-2973.

### MOORE INSTITUTE OF ART

School of Design for Women. 107th yr. Artist-instructors. Diploma & degree courses in Adv. Art, Art Ed., Fashion Design & Ill., Interior & Textile Design, Painting & Ill. Crafts. Dormitories. Catalog. 1340 N. BROAD ST., PHILADELPHIA 21, PA.

### ABBOTT ART SCHOOL

Fine Art, Commercial Art; Adv., Fashion Illus., Interior Dec. and Design. Certificates and B.F.A. degree. Successful grads. 27th yr. Day and eve. classes. Enter any time. Catalog. ANNE F. ABBOTT, Box V, 2013 EYE ST., N.W., WASHINGTON 6, D. C.

### NATIONAL ART SCHOOL

Professional instruction in every branch of fine and commercial art. Individual advancement. For 38 years graduates have been making notable successes. Catalog on request. 2041 MASSACHUSETTS AVE., N. W., WASHINGTON, D. C.

### RHODE ISLAND school of design

A senior college where liberal education and specialized training are combined. Professional courses in apparel design and construction following industrial methods. Adv. and indus. design. Textiles, interior, architecture, landscape arch. Painting, illustration, sculpture, ceramics, fashion illustration. Coed. Endowed. Est. 1877. 24 buildings. Non-profit. 100 faculty. 750 students. B.F.A. and B.S. degrees. Folder. 12 College St., Providence 3, R. I.



### ART INSTITUTE OF PITTSBURGH

Unusual placement service obtains positions for graduates. Many student-commissions. Diploma courses—18 months—in advertising illustration, fashion art, dress design and interior decoration. Postgraduate 3rd and 4th year illustration. Practical individual instruction. Own 8-floor building. 31st year. Catalog V. Willis Shook, Director. 635 Smithfield St. Pittsburgh 22, Pa.

### McDOWELL SCHOOL

Specialists  
in Fashion Training  
since 1876  
Catalogue on Request  
73 West 45th St., New York 36, N. Y.  
Telephone: LUXemburg 2-1366



## FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES  
FASHION DESIGN • MERCHANDISING • BUYING  
STYLING • FASHION ILLUSTRATION • REPORTING

Today the young woman with a well-trained fashion perspective and good style sense finds newer and greater opportunities. Intensive fashion training. Founded by EMIL ALVIN HARTMAN America's Foremost Fashion Instructor and Style Authority. Resident Winter enrollments request Book 4. Home Study Book 4H. 812 FIFTH AVENUE, NEW YORK 21 • TEmpleton 8-0440

### NEW YORK SCHOOL OF INTERIOR DESIGN

FOUR MONTHS' PRACTICAL COURSE  
TWO YEARS' INTERIOR DESIGN  
Starts February 4th

Faculty of leading N. Y. decorators. Period and modern styles, color schemes, all fundamentals. Send for Catalog R

Home Study Course starts at once. Same training for those who cannot come to New York. Send for Catalog C

515 Madison Avenue, New York 22, N. Y.

## Fine & Applied Arts

### MILAN STUDIO

SCHOOL OF FINE AND APPLIED ART  
Fashion Illustration, Dress Design, Commercial Art, Interior, Layout, Lettering, Poster, Painting, and Composition. Veteran Approved. Catalogue on request. 330 SOUTH SCOTT STREET, TUCSON, ARIZONA.

### THE ST. LOUIS SCHOOL

Of Fine Arts. Professional training in Fine and Commercial Art leading to B.F.A. degree. College subjects. Students live on University campus. For catalog, address: KENNETH V. HUDSON, DEAN, ROOM 80. WASHINGTON UNIVERSITY, ST. LOUIS, MO.

### THE ART INSTITUTE

OF CHICAGO  
Summer School. Landscape, figure, portrait painting. Advertising. Dress Design. Ceramics. Interior Design. Teacher Training. Term begins June 30, 1952. Catalog. Box 162, MICH. AVE. AT ADAMS, CHICAGO 3, ILL.

### AMERICAN ACADEMY OF ART

Practical courses in all branches of Commercial and Fine Art. Faculty with international reputations. Enroll now. FRANK H. YOUNG, DIRECTOR, DEPT. 622, 25 E. JACKSON BLVD., CHICAGO 4, ILLINOIS.



advertising design,  
fashion illustration,  
interior architecture  
and design.

jamesine franklin  
school of  
professional arts, inc.  
est. 1937

dept. b, 460 park ave., new york 22

## NEW YORK

### PARIS

### ITALY

### MEXICO

Box V, 136 E. 57th Street, New York 22, N. Y.

### TRAPHAGEN SCHOOL OF FASHION FOR RESULTS

Training Here Pays Life Dividends  
Intensive Spring, Summer and Fall Courses  
FASHION • INTERIOR DECOR • DISPLAY  
Professional Methods in Minimum Time  
Beginners Advanced, Fashion Illustration Design Life, Sketching, Color, Clothing Construction Day, Evening, Saturday. Also Junior Sat. A.M. Class REGISTER NOW. Send for Circ. 1 Phone CO 5-2077 TRAPHAGEN, 1680 Broadway (52 St.) N. Y. 19

### Whitman School

Interior Decoration  
INTERIOR DESIGN & DECORATION  
WINDOW DISPLAY  
State Licensed • Free Placement Bureau  
Classes Now Forming • Day & Eve.  
170 RIVERSIDE DRIVE (89th St.) N.Y. 24  
TRafalgar 3-1200 Request Catalog 30

### CHIC SCHOOL of FASHION DESIGN

Courses in Designing, Costume Sketching, Garment Construction, Patternmaking, Draping, Grading and Millinery. Special Field Trips. Individual Instruction. Active Placement Bureau. Co-ed. Request free Catalog "G" —or— Home Study Catalog "HG." 435 FIFTH AVE., N.Y. 16, N.Y.



## Modeling

### THE BARBIZON SCHOOL

Attractive, qualified girls prepared for careers as fashion or photographic models. Selective acceptance standards. Free use of Barbizon Agency. Residence service. Request catalogue A. HELEN FRASER, DIRECTOR, 576 FIFTH AVE., NEW YORK 19, N. Y.

## Drama, Radio, Television

### EMERSON COLLEGE

Radio, TV, speech, drama, with liberal arts leading to A.B. degree. A.M. in speech education, speech therapy, drama. Est. 1880. Fully accredited. Day, evening, summer sessions. Catalog. DIRECTOR OF ADMISSIONS, 128 BEACON ST., BOSTON 16, MASS.

### SUCCESS results from experience & training

4 stages; complete radio & television studios; Touring Co.; MA, BA & non-degree work; acting, set design, directing, writing, administration.

TODAY write Gen. Mgr. for more info. COLLEGE OF THEATRE ARTS 36 S. El Molino Pasadena 1, Cal.



**PASADENA PLAYHOUSE**

## Airline Hostess School

**BE AN AIR HOSTESS**

Fly everywhere—qualify for nine positions with airlines. Intensive 3-month course. Classes equipped with 12-passenger airplane cabin, link trainer, aircraft galley, etc. Day & Eve. classes. FREE PLACEMENT. Get book GC. Licensed by N. Y. State Board of Education. 1055 5th Ave., N. Y. C. EN 9-1460.

**Grace Downs** AIR CAREER SCHOOL

DORMITORIES IN OUR SCHOOL BLDG.

## Retailing

### TOBÉ-COBURN

#### SCHOOL FOR FASHION CAREERS

Learn merchandising, advertising, from experts. One Year Course for college girls. Two Year Course for high school graduates. Store work with pay. Begins Sept. 3. Catalog V. 851 MADISON AVE., N. Y. 21.

### UNIVERSITY OF PITTSBURGH

RESEARCH BUREAU FOR RETAIL TRAINING One-year course prepares college grads for executive jobs in buying, advtg., fashion, personnel. Store experience with pay. Master's degree. Coed. Bulletin V. UNIVERSITY OF PITTSBURGH, PITTSBURGH 13, PA.

### LABORATORY INSTITUTE OF MERCHANDISING

Fashion jobs await our graduates in merchandising. One-Year Course for college girls. Two-Year Course for H. S. graduates. Store work with salary included. Catalog V. 45 WEST 34TH STREET, NEW YORK 1.

## chamberlain

#### A PROFESSIONAL SCHOOL OF RETAILING

Thorough 2-year course for girls of college age. Combines cultural and technical work.

Merchandising • Personnel • Buying

Fashion Promotion • Copy • Display

Paid Supervised Training in Boston Stores

Lic. by Commonwealth Mass. Dept. of Educ.

Muriel V. Cox 739 Boylston St. Boston 16

## RAY-VOGUE

(No connection with Vogue Magazine)

Fashion Merchandising with Modeling, Buying, Dress Design, Millinery, Interior Decoration, Fashion Illustration, Commercial Art, Photography, Window Display. Individual advancement. Coeducational. Attractive school residence for girls. ENTRANCES—Feb. 4 and Mar. 3. WRITE OFFICE OF REGISTRAR 202. 750 NORTH MICHIGAN AVE., CHICAGO 11.



### RETAILING OFFERS REWARDING CAREERS

Retailing graduates have a choice of well-paying executive careers. Key positions in buying, advertising, fashion, personnel, management. One-year graduate program leads to Master's degree. Co-educational.

Supervised experience—with pay—in leading New York stores. Market contacts. Programs also for undergraduates and special students.

WRITE FOR BULLETIN GR

### NEW YORK UNIVERSITY School of Retailing

Washington Square, New York 3, N. Y.

## Colleges

### SAINT MARY-OF-THE-WOODS

Accredited standard college. B.A., B.S., B.F.A. degrees. Music, art, commerce, secretarial, journalism, home ec., teacher training, radio. Riding, tennis. Spacious campus. Early registration advised. Catalog. BOX 82, SAINT MARY-OF-THE-WOODS, IND.

### MARYLAND COLLEGE

#### FOR WOMEN

A.B., B.S. Degrees. Liberal Arts. Merchandising. Sec. Sci., Home Ec., Music, Drama, Kind. Tr. Riding. Est. 1853. Sports, Sailing. Nr. Balt., Annapolis, Washington. Catalog. BOX V-2, LUTHERVILLE, MD.

### MARYMOUNT COLLEGE

#### West Los Angeles 24, California

Conducted by the Religious of the Sacred Heart of Mary. Accredited Liberal Arts College for women. A.B., B.S. Degrees. Home Ec., Pre-Nursing, Commerce, Bus. Adm., Education, Music, Art and Apparel Merchandising. Resident and day students.

#### Foreign study:

Paris, Rome, Quebec, Rio de Janeiro.

## Teacher Training

### National College of Education

#### TEACHING—THE HONORED PROFESSION

Your opportunity for thorough teacher training combined with general college education, B.E. degree. Prepare for rewarding career in teaching Nursery School, Kindergarten, Primary and Upper Elementary Grades. College on Chicago's beautiful North Shore. Fall, Mid-year, Summer Terms. Write for Illustrated Catalog.

K. Richard Johnson, Ph.D., Pres. Rm. 22B, Evanston, Ill.

## Photography

New Opportunities for women in

**PHOTOGRAPHY**

Write for Booklet W-5

The only Photography School with its own 7 acre campus. State approved. Entrance dates January 7, March 3, May 5, June 30, 1952.

**BROOKS** PHOTOGRAPHY

Santa Barbara, California

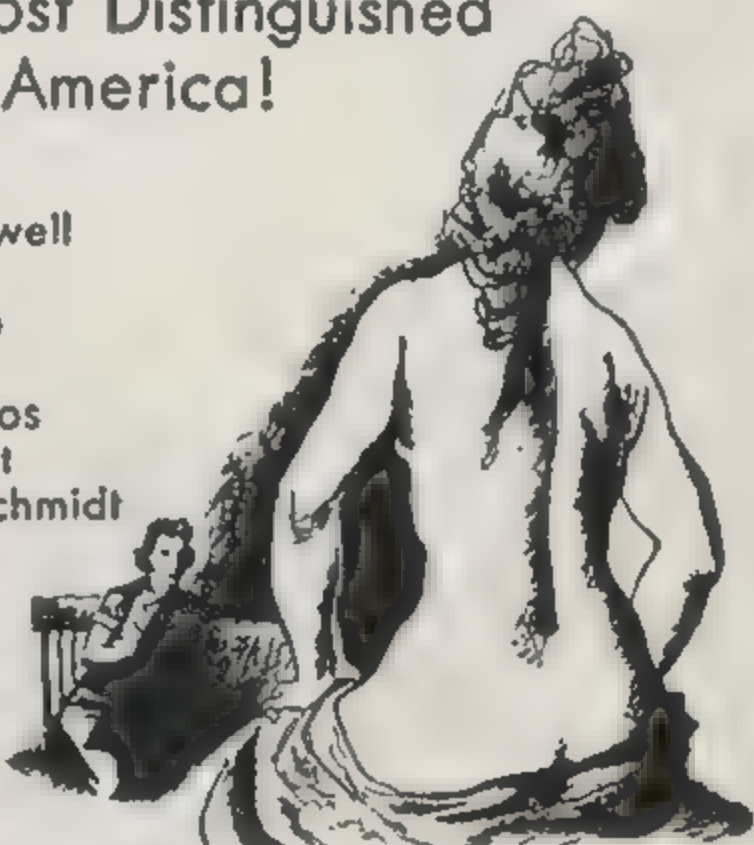
## Home Study

### NOW YOU CAN STUDY

## art

Under the Personal Supervision of the Most Distinguished Artists in America!

Norman Rockwell  
Al Parker  
Jon Whitcomb  
Ben Stahl  
Steven Dohanos  
Robert Fawcett  
Harold Von Schmidt  
Austin Briggs  
Peter Helck  
John Atherton  
Fred Iudekens  
Albert Dorne



◆ Never before has anyone had the priceless opportunity of studying art under the personal supervision of America's 12 Most Famous Artists—internationally famed men like Jon Whitcomb, Norman Rockwell, and Al Parker. They created, own and direct the Famous Artists Course, and they know of the great demand for professionally trained artists. It is the only course that can give you the top professional training which is the key to a money-making career! You learn every phase of art...at home, in your spare time! Write TODAY for full details.

### FAMOUS ARTISTS COURSE

Studio 68-B, Westport, Conn.

#### FREE

Please send, without obligation, booklet "Art Careers for Women"

Mr. Mrs.

Miss

(please print)

Age

Street

City, Zone, State

# VALLEY'S BARE ESSENTIAL

... more than something new, the nude look is Spring's most significant trend, fashion endorsed for every hour of the twenty-four.

Black patent or navy calf... 17.95.

Color-bright duets of cobra and kid in peacock and turquoise, pink and red currant, violette and lilac, 19.95

at J. P. Allen, Atlanta

B. Siegel, Detroit

Thos. Erwin Fine Footwear, San Diego

Lustig's, Youngstown, O.

or write to the

Valley Shoe Corporation, St. Louis.



**ParaMont**

WHOLE HEARTED... HALF BELTED

Paramount dramatizes the luxurious folds of "Kitten-fleece" with a wide button-on half belt.

At better stores about \$85.

PARAMOUNT COAT COMPANY • MINNEAPOLIS





# SHOP HOUND

*Expecting a baby?*

Here's the very first thing you need . . . ask any mother who has owned one.

PAGE BOY'S wonderful, zipper adjustment skirt . . . adjusting the full nine months with you. Sizes 10-18.

Navy or black rayon faille.

Style 3f. **12.95**

• MAIL ORDERS PROMPTLY FILLED • WRITE TODAY FOR FREE MATERNITY CATALOGUE V.

**Page Boy**

FASHIONS FOR MOTHERS-TO-BE

DEPT. V • 2033 CEDAR SPRINGS • DALLAS, TEXAS

**Sheer Heaven!**

Angelic white Nylon Nightgown, sprinkled with tiny self-tone dots on bodice and sleeves. Sizes 32-44. Matching negligee . . . \$19.95 each

MAE YOHALEM Ltd. • 723 MADISON AVE., N. Y.

The Gift For Her

**MICHEL PASQUIER**

PERFUMER TO A PRIVATE NEW YORK CLIENTELE FOR MORE THAN THIRTY YEARS

Presents

**TOBRUK**

Perfume

Buy direct from the Perfumer!

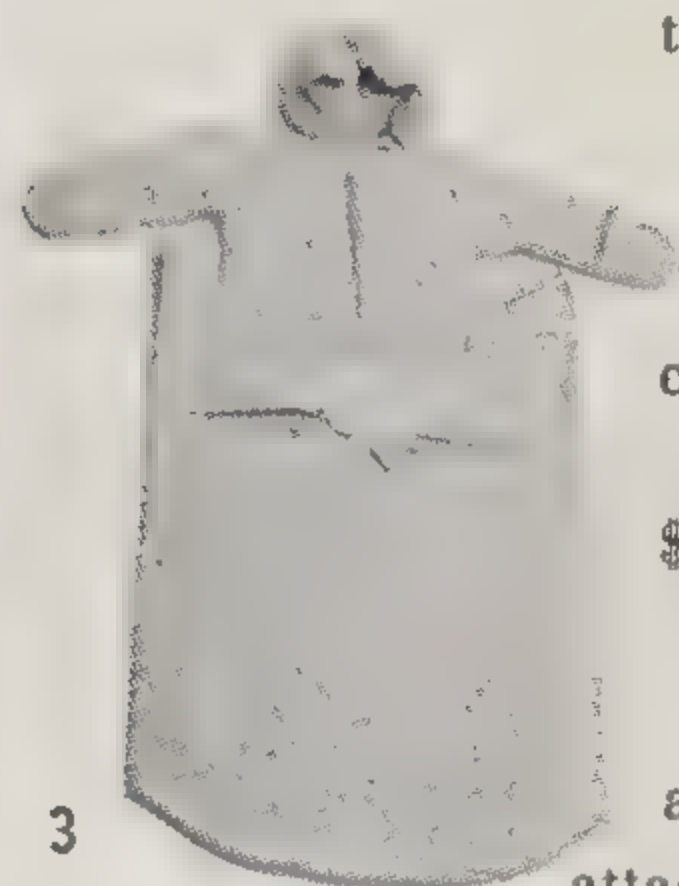
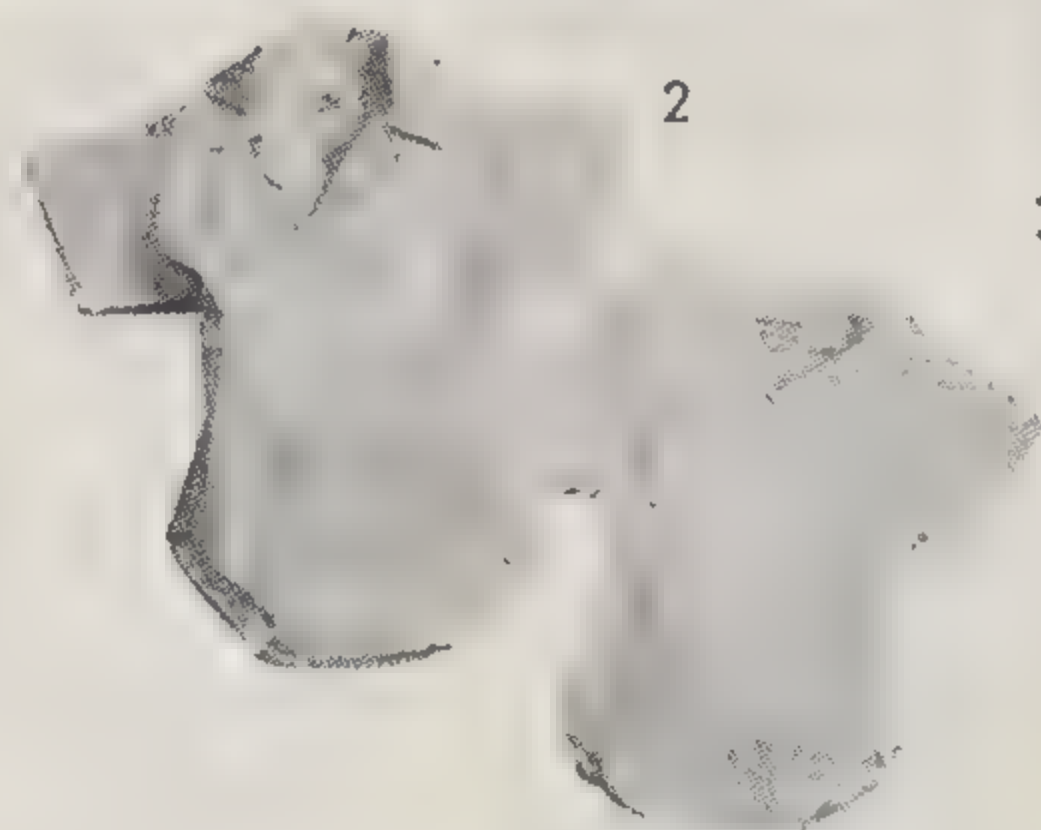
TOBRUK IS A SOPHISTICATED FRAGRANCE truly different • very lasting

Perfume—De luxe—1 oz. . . . \$15.00  
Perfume—4½ Drams—ILLUSTRATED 6.00  
Perfume—2 Drams . . . . . 2.40  
Concentrated Cologne—3 oz. . . 1.80

PRICES POSTPAID INCLUDING PACKING

**MICHEL PASQUIER**

7 W. 46th St., New York 36, N. Y.



Shop Hound studies the birth rate in America; learns that it's going up; provides some data from the shops to show how they're prepared for the situation. Here, some wonderful first-visit presents, some good maternity clothes (to show how good, they're photographed on a model herself six months pregnant).

1. Liked for spring, for maternity—a neat little print, a two-piece dress. Silk taffeta, red on grey or royal blue. \$35, Maternity Shop of Boston, 537 Boylston St.

2. Start them young—on nylon. Nylon *plissé* in ice-cream colours is news for boys and girls under two, for busy mothers.

"Handi-Pantis" have security linings of Vinylite, come in ice blue, lemon, pistachio, pink.

\$3.95, Jane Engel, 1025 Madison Ave., N.Y.C.

3. Bunting plus—plus a waist-length sack with attached hood and mittens. White, pink, or blue wool, satin-bound. \$12.95, Cerutti, 807 Madison Ave., N. Y. C.

4. Print-bordered crib-size sheet and pillowcase, with a red embroidered name. \$17.75. Léron, 745 Fifth Ave., N. Y. C.

5. For a little girl, this sterling silver brush and comb. \$5.95 with tax; Abraham Lieberman, 574 Fifth Ave.

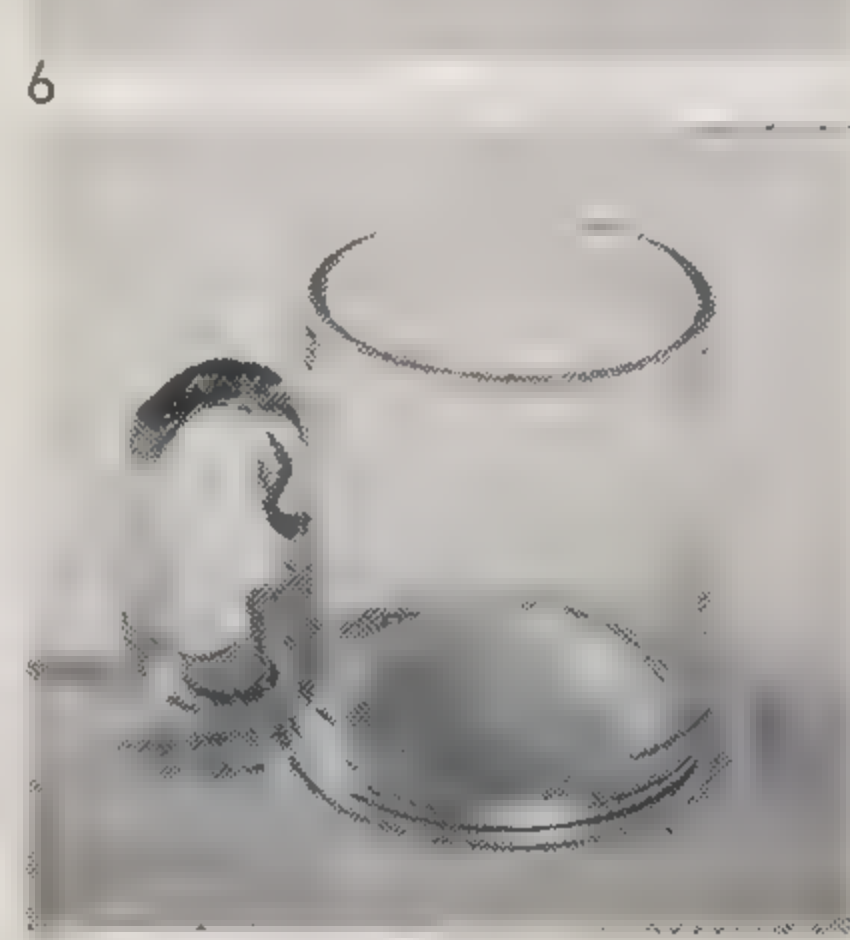
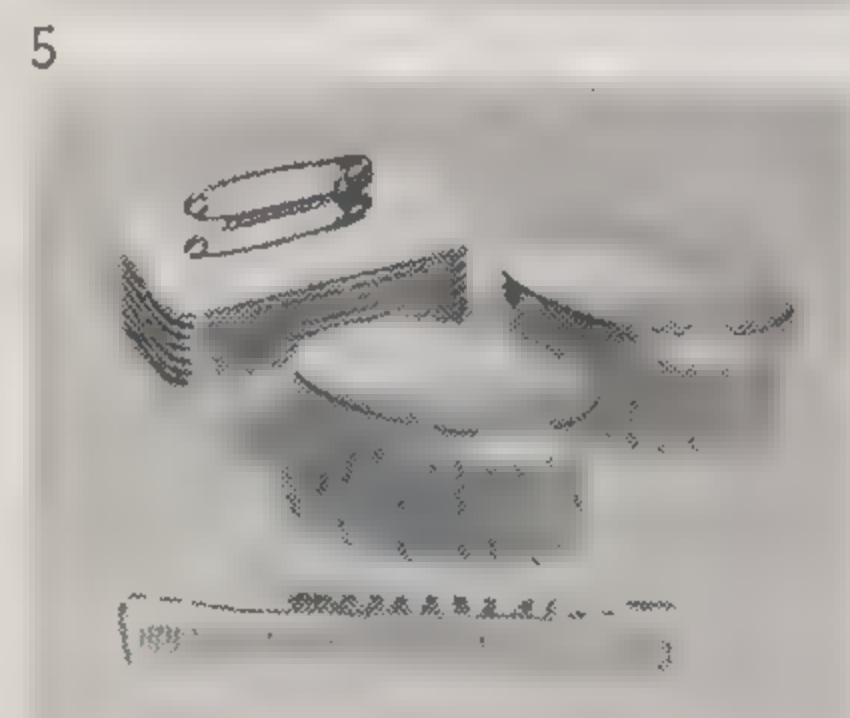
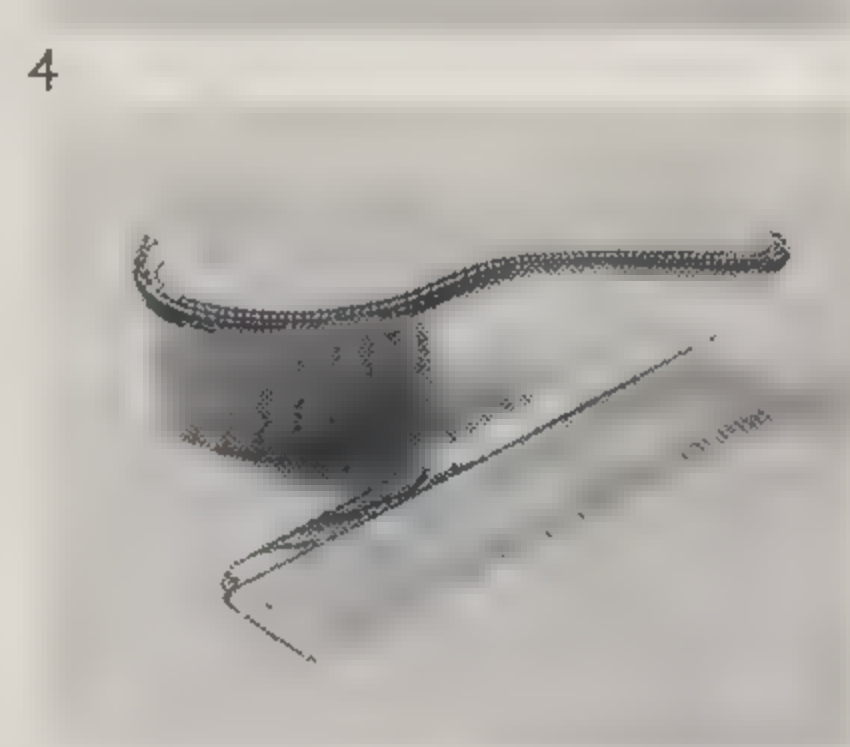
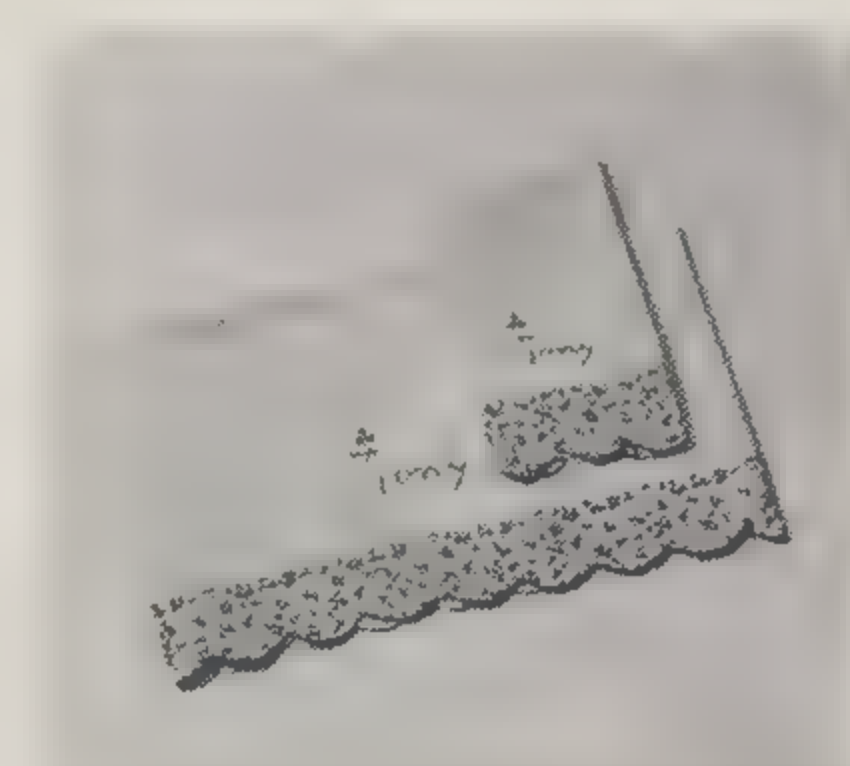
6. For a boy, sterling silver military brushes and comb, \$16.50 with tax. The plated silver box, "Baby's Pin-Up." \$7.50 with tax. Plummer, 734 Fifth Ave.

7. Crystal mug, with an engraved monogram. \$11.50; Steuben Glass, 718 Fifth Ave.

8. One of the smartest maternity suits we've seen—it's good crisp stand-away rayon faille, navy blue with a white fleck. Underneath, a highly flattering, highly useful blouse—sleeveless white piqué. Page Boy, \$50 at Saks Fifth.

9. The square, open neckline is what Shop Hound especially likes about this navy-blue woollen suit with a linen collar, cuffs. Page Boy, \$50; Lord & Taylor.

10. An efficient bottle heater that turns off automatically when milk reaches body temperature. \$12.95. Hammacher Schlemmer, 145 E. 57th St.





## ...STUDIES THE BIRTH RATE

**11.** Lacy Shetland wool sack, lined in lacy Shetland wool—good advice, and pretty housing. Pink, white, blue, \$10.50. British Tweeds, 727 Madison Ave., N. Y.

**12.** Confetti dots, new on perennial "Boaters" of waterproof rayon. For size, indicate baby's weight. \$1.95; Bloomingdale's, New York.

**13.** Insulated brief case for carrying the baby's food, very businesslike in russet Koroseal with a Fiberglas lining. \$2.98; Maymac, 79 W. Grand Street, Mount Vernon, N. Y.

**14.** A mitten-like cover of blue Vinylite, to keep bottles warm for several hours. \$1.75; Hazel Jasper, 142 East 45th St., N. Y. C.

**15.** Bassinet with everything—it's white-enamelled wicker, with a washable quilted pink Celanese satin lining, a Kleinert's rubber mattress, a handy folding stand. \$45; Margaret Laine, 42-15 81st St., Elmhurst, N. Y.

**16.** Handwoven wool baby blankets—in pink, white, or blue. Satin-bound, \$7.50; plain, \$3.25 and \$4.95 plus postage. Made by the blind at The Lighthouse, 111 East 59th St., New York.

**17.** In checked gingham, a coat-dress with big pockets and white piqué touches is a find at \$10.95.

Lane Bryant, 465 Fifth Ave., N. Y. C.

**18.** The new light coat (best over something dark), cut full, with easy shoulders, in blond rayon linen. \$25, at Lane Bryant, 465 Fifth Ave., N. Y. C.

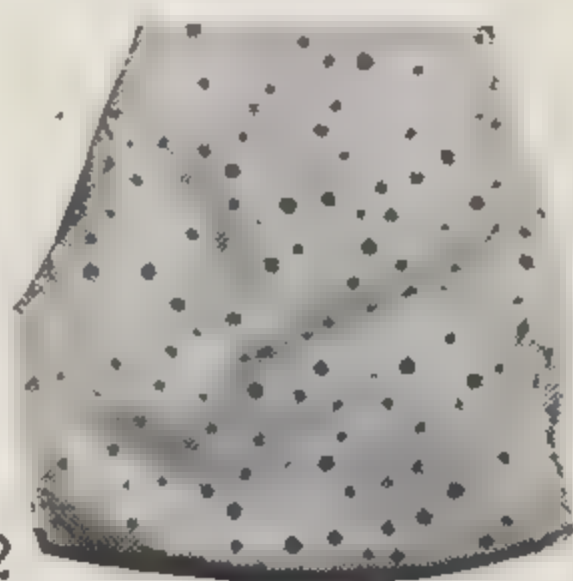
MEHLMANN



17



11



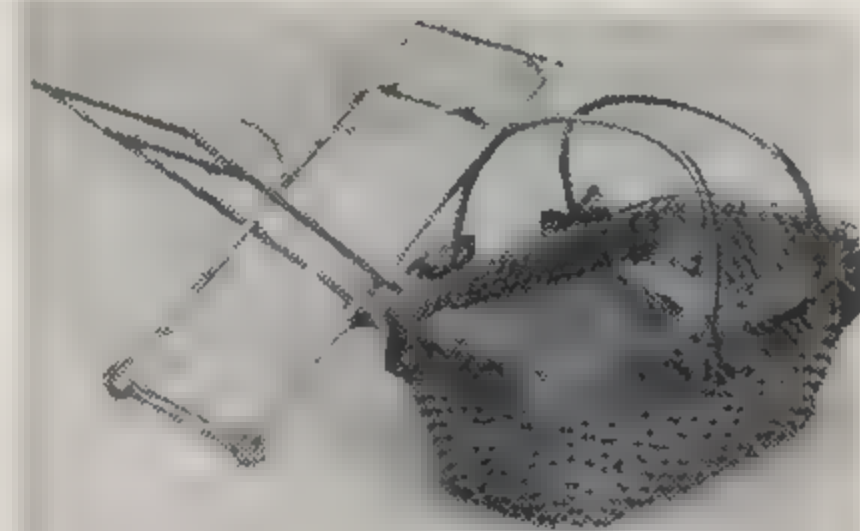
12



13



14



15



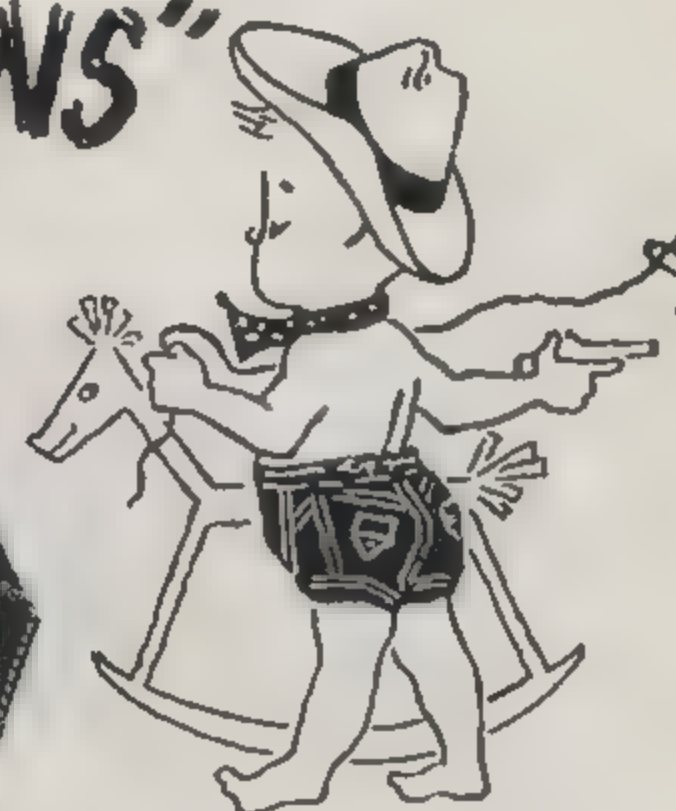
16



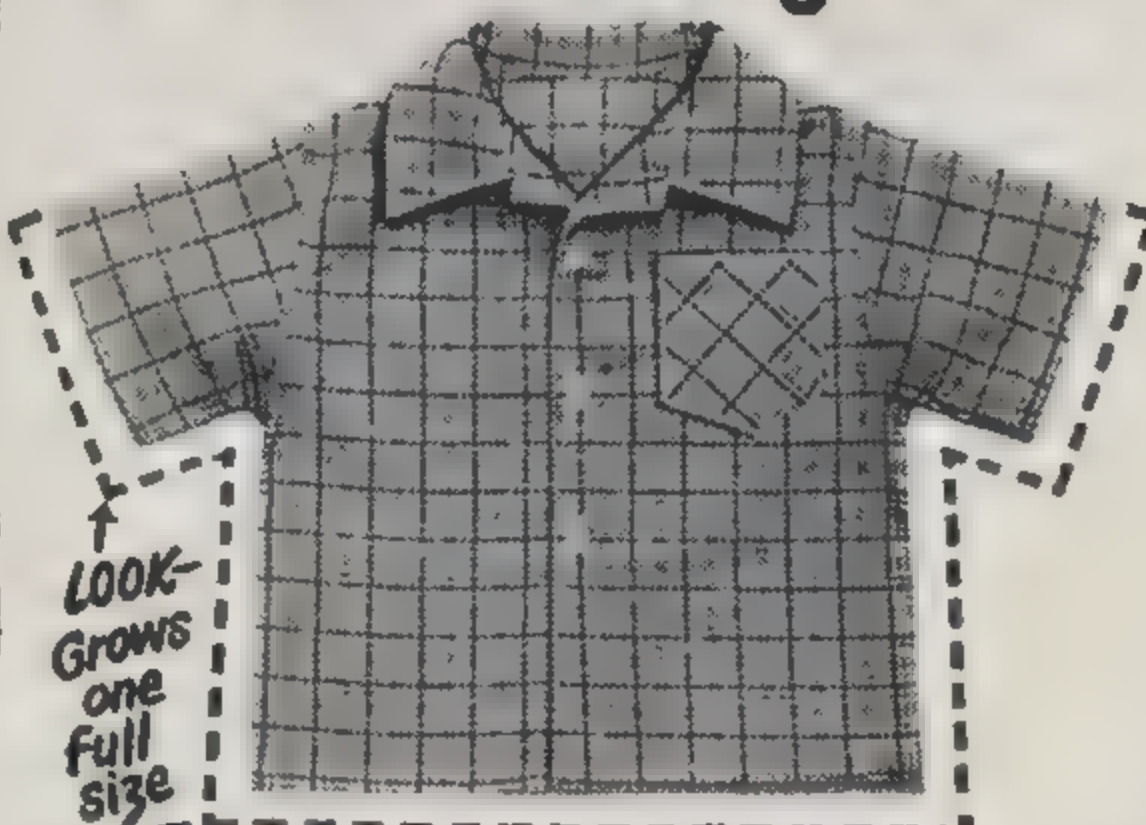
18

## Look, Mom — "DIAPER JEANS"

"I'm wearing something NEW!"  
Now, Babies wear Real Denim Jeans! Sanforized navy (lightweight) or faded blue denim. Elastic back assures perfect fit, longer wear. Patch pockets, copper grippers. Specify size: Small, for babies 16-22 lbs.; Medium, 20-26 lbs.; Large, 24-32 lbs. Only \$1.59 ea. ppd., 3 for \$4.35 ppd! (You save 42c)!



## The GROSHIRT grows with your growing child!



\*As featured in Parents' Magazine January 1952 Family Fashion Section!

The name tells the story. One pull at the magic loop and the shirt **GROWS ONE FULL SIZE!** Gives longer wear at no extra cost. Famous GALEY & LORD plaids: red, blue. Sanforized gingham. Sizes 1-2-3 years. \$2.50 each ppd., 3 for \$6.95 (you save 55c)!

Send check or money order—  
Sorry, no C.O.D.'s  
Write for folder

**Studio Pen** Dept. V  
450 Grant Ave., San Francisco 8, Calif.

## ELECTRONIC BABY SITTER



Just plug this ingenious transmitter into an electric outlet in Baby's room—it picks up the child's slightest whimper and brings it to you through any plug-in radio in your bedroom or living room, or even at your next door neighbors. No installation required. Portable—only 6" high. Plastic covered case. AC-DC. Only **19.95**. If you prefer to use your radio for regular programs, get a Baby Sitter receiver for **15.00**.

## LEWIS & CONGER

Ave. of Americas at 45th St., New York 19

## Zinke's Natural Foot Form Support...cushioned comfort absorbs every shock...massages sensitive feet with every step!



Give shoe size and width • Specify Men's or Women's



Treat your feet to "walking on air" supports that cradle your heel, arch, instep and metatarsal joints the way nature intended. No rigid metal! No steaming rubber! No "elevation!" FOOT FORM is scientifically molded from special plastic to breathe and flex for cool comfort and supple support. One pair slips into all of your shoes. Money back if you—and your feet—aren't delighted. **\$2.95** postpaid

California Leather Jobbing Corp.  
963-91 Harrison St.  
San Francisco 7, Calif.

## Maternity Suits

MAIL ORDERS CAREFULLY FILLED

Pin-check jacket of woven menswear rayon. Button-adjustable skirt of solid color rayon gabardine. Scroll-embroidered emblem. Pink jacket & navy skirt, or aqua & brown; maize & black. Sizes 10-18. only **10.95**

POSTAGE PREPAID

**FREE!**

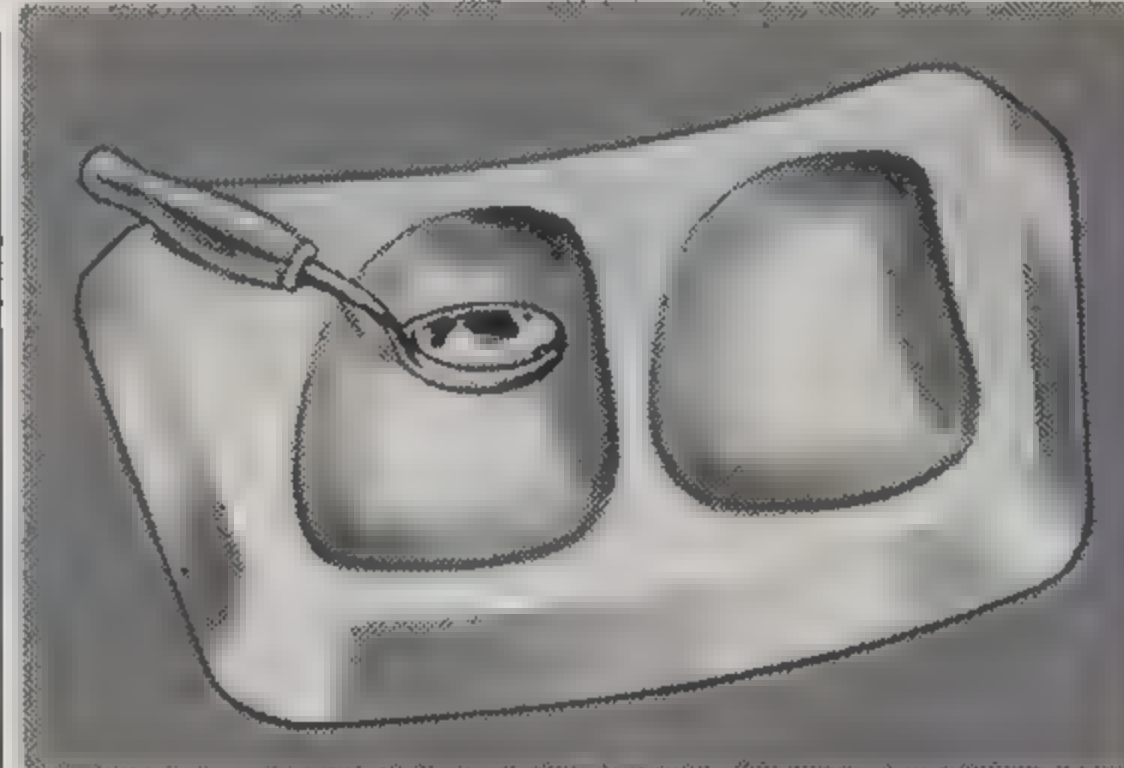
Write for Complete Spring Catalog of Maternity Apparel & Lingerie. Mailed in Plain Envelope.

Money Returned If Not Satisfactory

**CRAWFORD'S**

"Maternity Styles Exclusively"

DEPT. 17 1013 WALNUT  
KANSAS CITY 6, MISSOURI



## A-M-A-Z-I-N-G

EATING SET  
BABY WILL EAT SOONER AND MORE  
REDUCES SPILLING 97%  
ENCOURAGES NEATNESS  
MAKES SELF-FEEDING EASY

The best set invented to get baby to feed himself. Melmac dish is almost unbreakable. Completely boilable and non-absorbent. Insulated... keeps food warm without hot water. Difficult to upset. Silver plated spoon... with a special twist of the handle to allow for the child's natural clenched fist grip. Pink or blue dish. Gift boxed, set...postpaid **\$4.95**  
Scoop spoon, pink or blue handle. Gift boxed, each...postpaid **\$1.98**

**EDWARD J. LOSOS**  
Box 470, Oak Park, Illinois





# Everyone loves you in your Joseph Fleischer transformation



Incomparable transformations and hairpieces by Joseph Fleischer are so natural...so flattering, no one will ever know they're not your own hair. Your added loveliness will give you new confidence...greater charm. Leading beauty authorities acclaim their quality and styling.

Visit our salon or write to Dept. V53 for illustrated brochure on "Your Hairpiece and You" and also other literature on "Problem" Hairpieces.

## Joseph Fleischer & Co.\*

724 Fifth Avenue (Bet. 56 and 57 Streets) • New York 19, N. Y. • PL 7-3290  
\*None genuine without our label

Rien ne remplace un vrai

**J. Berlé**  
DELINEATOR ©

Custom made bathing or playsuit with the Berlé Delineator built in. Cut and fitted to your individual requirements. Styled in the finest French tradition. One or two piece models in a wide range of fabrics and colors.

Consultation Welcomed.

**J. BERLÉ**  
26 West 58th St., N. Y.

# MEXICO IS YOURS

From Acapulco to Taxco  
With SANBORN'S  
PERSONAL SHOPPING SERVICE

Jewelry, shawls, pottery, baskets — anything!

Write a description of the article you have admired and our buyers will find it on their trips into the interior. We will send a description and price postpaid to you, for your approval.

There is no obligation to buy.

**Sanborn's**  
"Everything For Tourists"  
1 S. Bdw. McAllen, Tex.

## WRINKLES?

Now! You Can  
Look Years  
Younger!

Whether you're 25 or 50, Skincare's amazing new scientific formula smooths out wrinkles and age-lines like a charm! Fatigue and squint lines disappear almost miraculously for hours and hours! Now! smooth away the lines you deplore and have a youthful, petal-smooth complexion with SKINCARE! If fine lines are noticeable around your eyes, cheeks or forehead, you'll want to try SKINCARE! Send only \$2.40 (Fed. Tax included). If not delighted with thrilling results, return for refund.

### SKINCARE PRODUCTS

142 Fifth Ave., Dept. 102, New York 11.  
Mail Coupon For a "Lovelier" You

SKINCARE PRODUCTS, Dept. 102  
142 Fifth Avenue, New York 11, N. Y.

☐ Send Skincare by return mail in plain package. I'll pay postman \$2.40 plus postage.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

☐ I enclose \$2.40. You pay postage.



# SHOP

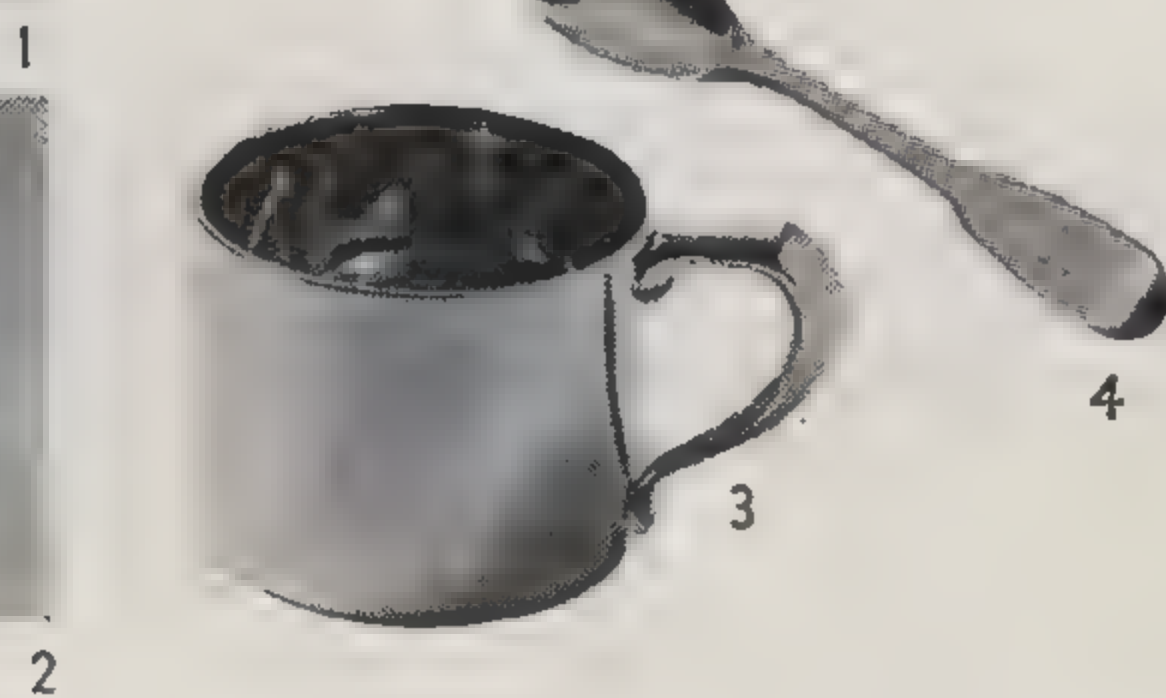
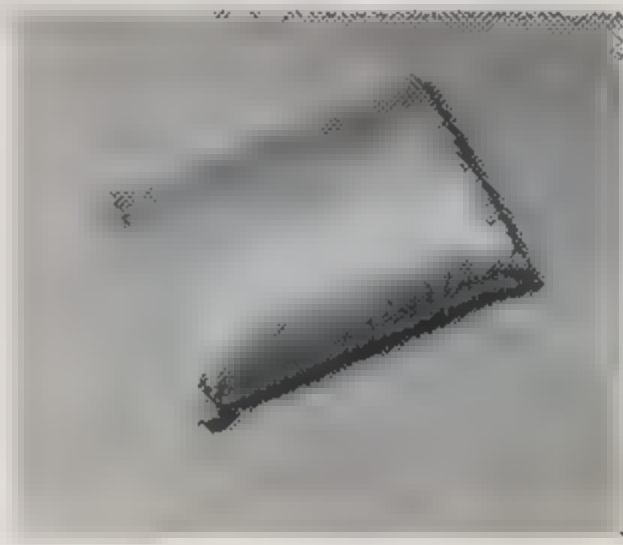


1. The box jacket, one of spring's major suit shapes, and a straight skirt with a maternity clause. Grey chambray, with its own striped blouse. \$30; Page Boy, Dallas, Texas.

2. Foam rubber baby pillow, for babying the baby or his mother. Zippered pink rayon satin case, \$4.95. Cerutti, 807 Madison Avenue, N. Y. C.

3. A rounded lip, the news of this sterling silver mug. \$9.95 with tax. Abraham Lieberman, 574 Fifth Ave., N. Y.

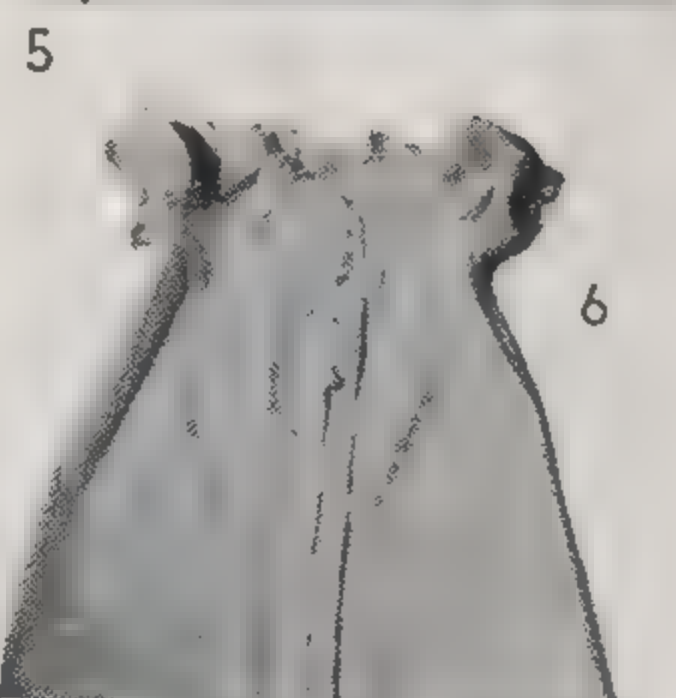
4. "Born with a silver spoon..." Shop Hound improves on the adage with an antique silver spoon, an old English coffee shape. \$6; Ann Woods, 107 E. 60th St., N. Y. C.



5. Travelling bottle warmer—it travels by automobile, plugged into the cigarette lighter. Requires no water, can be hung from a knob on the dashboard. \$3.50; Lewis & Conger, 1152 Avenue of the Americas, New York.

6. Virtue rewarded—and handsomely, in this "I Am a Good Girl" dress. The slogan is embroidered in pink on a confection of white batiste, all handmade and buttoned clear down to the hem. There's an "I Am a Good Boy" version, too. Both \$7.95, at Jean Gale, 535 Madison Avenue, New York City.

7. Good maternity advice, good fashion advice—the box jacket, straight skirt silhouette. This is a comfortable, casual-life suit of russet corduroy—the jacket might be worn over a number of other costumes. \$14.95 at Crawford's, 729 Baltimore Avenue, Kansas City, Missouri.



MIHLMANN

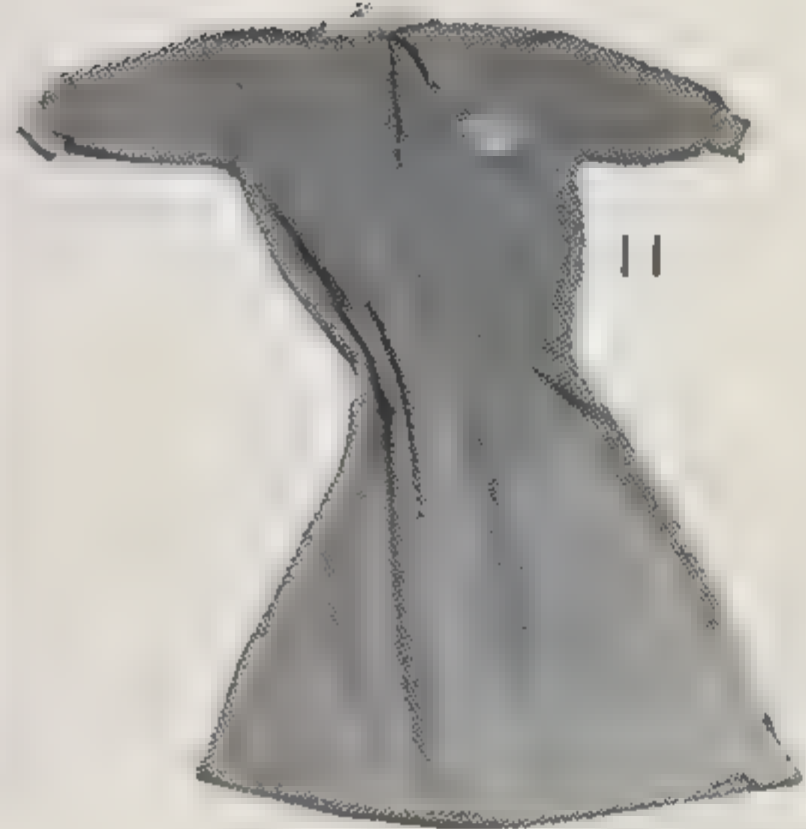
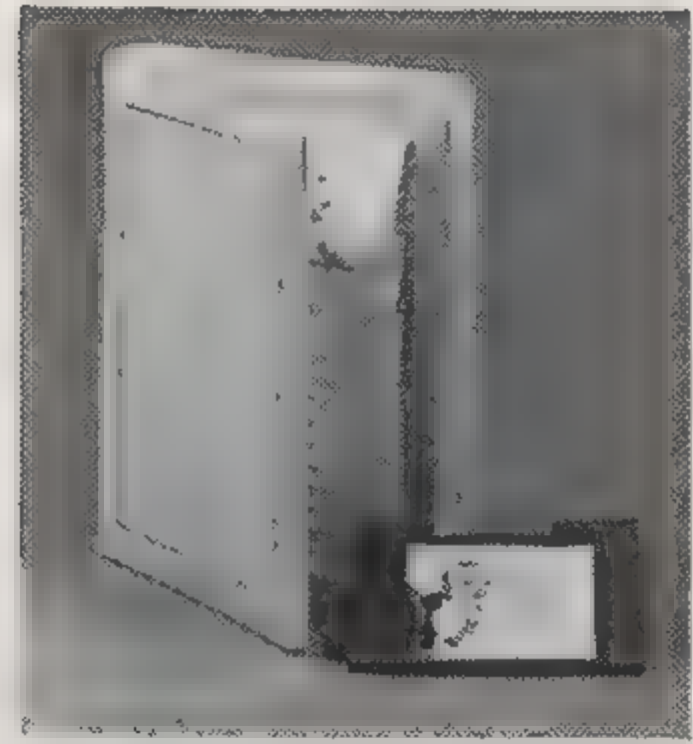
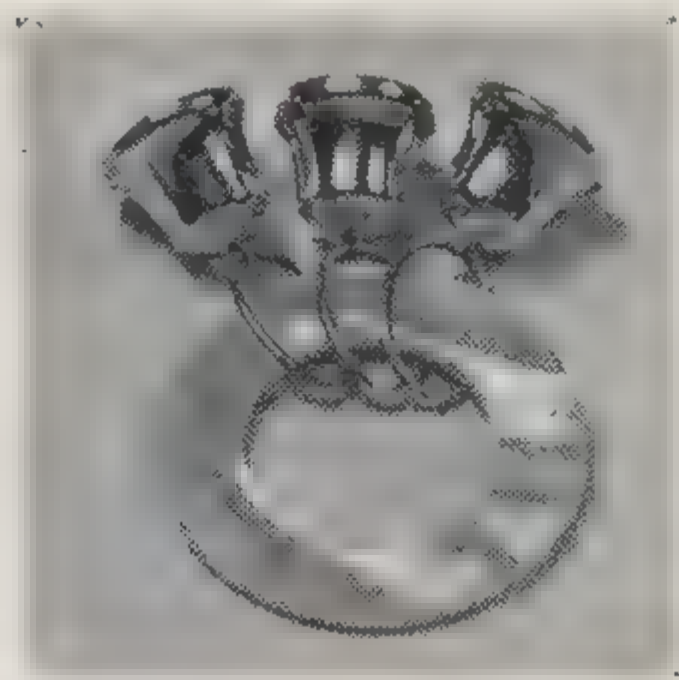


# HOUND

... studies the birth rate



8. Here's another bit of fashion sense that also makes maternity sense—the easy, at-home jacket. This one is crisp blond silk Shantung, with braid and sequin embroidery. Page Boy, \$30; Bonwit Teller, N. Y.
9. Mother-of-pearl teething ring with sterling silver bells—not a sharp edge anywhere. \$10 with tax. Plummer, 734 Fifth Ave.
10. For first photographs, a serious album, with filing-system pockets. Tooled ivory, pink



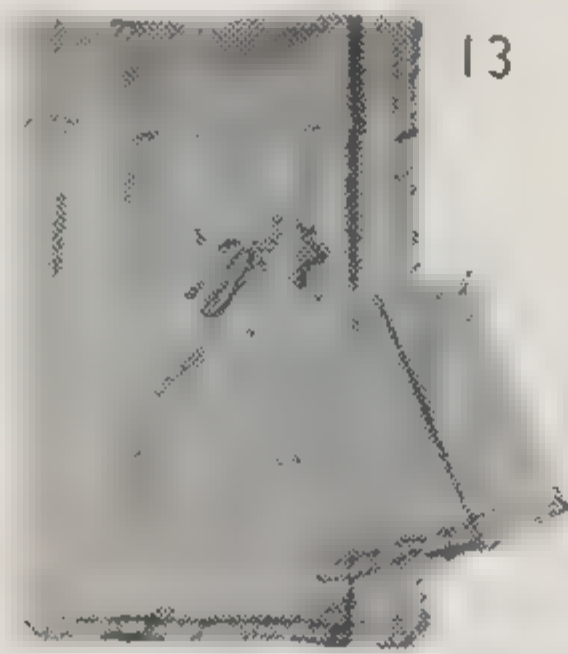
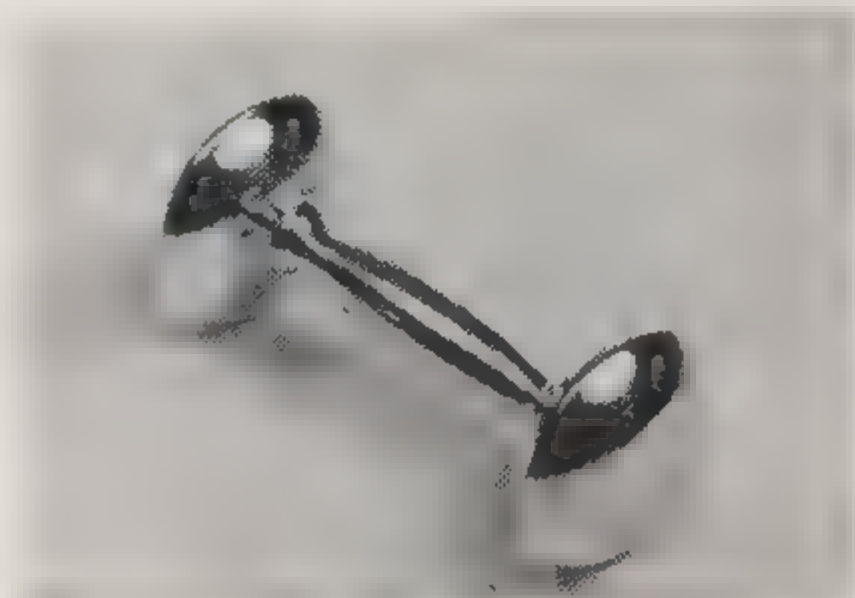
or blue leather, \$8.50. Mark Cross, 707 Fifth Ave., N.Y.C.

11. This baby's sleeping bag is like a pillowcase with sleeves, zips up the front. Pink, blue, maize, or mint-green suede-finished cotton. \$3.95; Lewis & Conger, 1152 Avenue of the Americas, N.Y.C.
12. Dumbbell rattle of sterling silver, \$4 with tax.

Abraham Lieberman, 574 Fifth Avenue, N.Y.C.

13. Rosebud-sprigged rayon blanket cover and pillowcase set. Blue, pink, or yellow, \$6.95, at Best's, N. Y. C.
14. Handsome carriage robe of navy-blue wool felt with grey monogram and lining. \$15.50; Margaret Laine, 42-15 81st St., Elmhurst, N. Y.

15. A flock of brilliant corduroy birds, flying from a blue frame, ready to flutter in the least breeze. \$4.75; Woman's Exchange, 541 Madison Ave.



## Our Wonderful Circle Skirt!



Complete circle—210 inches. An umbrella shape that flares from a tiny waist.

## Our Matching Spencer Jacket!



**Corduroy**—dusty rose, dusty blue, sage green, mandarin orange, black.

Skirt \$10.95 Jacket \$12.95

**Imported Linen**, crease resistant—black, navy.

Skirt \$15.95 Jacket \$15.95

**Denim**—dark grey, dark blue, dark red.

Skirt \$8.95 Jacket \$8.95

Both in sizes 10 to 16

New tapered sleeve, rib-hugging jacket to show off your tiny waist... your circle skirt.

Sorry, no C.O.D. Include 25c postage

## CORDUROY CORNER

625 Lexington Avenue New York, N. Y.

57 YEARS OF  
GUARANTEED SERVICE!

*Dyeing*  
by  
*Denihan*

IS AN ART

- Dresses, gowns, etc. dyed with a guarantee not to shrink out of fit.
  - We boast article will not appear dyed.
  - Plain Dresses \$8 (Domestic Dye).
  - Dry cleaning ribbon, knits, lamé, velvet, taffeta frocks, our specialty.
  - Invisible Weaving on all fabrics.
  - Wedding Gowns specially processed to preserve newness for generations.
- Specialists**

## Suede and Leather Cleaned and Redipped

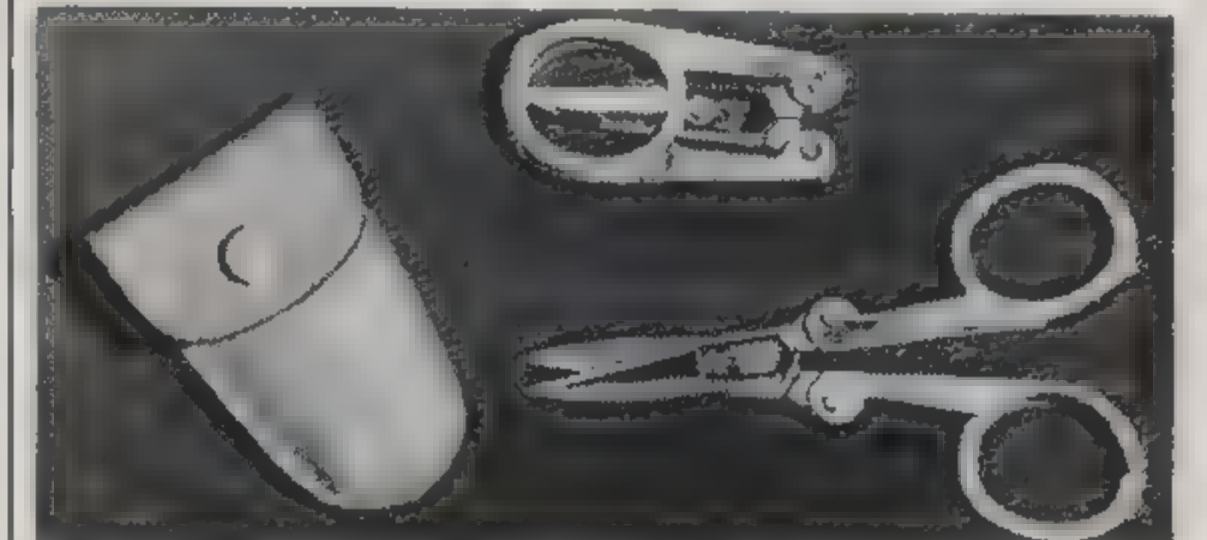
Suede Suits.....\$8.00  
Gloves (short)......50  
Men's Suede Jackets..... 4.75  
(Delivery to all Suburbs)

mail to Palm Beach

**B. J. DENIHAN** Hamilton Bermuda  
215 East 64 St. — N.Y.C. — TE 8-2100

## Gadabout Folding Scissors

Finely crafted of famous Solingen steel, these imported folding scissors make an invaluable accessory for purse or pocket. Tucked in its own handsome pigskin case, it measures just a tiny 2 3/4" x 1 3/4"—and



can't rip linings or fingers. Opens to 4 1/2". Useful everywhere—home, office, school or car. For travelers, for service men and women, for everyone (including yourself), a welcome and practical gift.

\$1.50 ppd.



**the Crow's-nest** Dept. V  
475 Fifth Avenue  
New York 17, N. Y.

You are invited  
to become a member of the

*Nelmor Sterling Club*

Choose from Nelmor's 221 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom, International, Reed and Barton, Lunt, Wallace, Kirk, Whiting, Watson, Smith, Tuttle, Alvin, Adler, Rogers. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay \$2.00 a month for one place setting, \$4.00 a month for two place settings, etc. for most patterns. Pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income.

© 1951 NELMOR JEWELERS

**Nelmor**  
JEWELERS

Mail Membership Coupon Today

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

NELMOR JEWELERS, 901 BERGEN AVE., JERSEY CITY 6, N. J.  
Enroll me as a member of the Nelmor Sterling Club. Send me \_\_\_\_\_  
place settings at \_\_\_\_\_ I will pay \$2.00 per  
month for each setting. Prices include federal tax and are for one six-piece place  
setting. Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.



# PIERCE SLANTING BOARD

THE  
SLANT  
FOR  
BEAUTY



Gloria Taking Her Face-lifting Treatment While Relaxing and Resting

A RECIPE  
FOR  
PICK-UP  
IN SPIRIT  
AND  
APPEARANCE

TAKE THE SLANT  
THAT GIVES  
YOU A LIFT

GAYELORD HAUSER who wrote "Look Younger, Live Longer" has for many years been using the Slanting Board and highly recommends it in his book. He says: "The simplest way I have found to relax the entire body is in the body slant position."

LILLIAN GISH says: "It is so wonderful to know I shall never be without one of your boards wherever I may travel in the future. It folds so beautifully and will be so easy to handle."

GRANDMA REYNOLDS, 88, one of the leading movie stars, says: "I feel ten years younger than I did three years ago when I commenced using your relaxing board."

JUDGE HARLAN PALMER, owner of the Hollywood Citizen News, says: "I use a Pierce Slanting Board Exerciser regularly for the physical and mental uplift it gives me."

THE AMERICAN WEEKLY stated, "Man's greatest enemy to his health is gravity." While on the Slant Board, gravity is our best friend. It reverses the destructive forces that are trying to tear down our bodies.

GEORGE STARR WHITE, M.D., stated: "We commit slow suicide while standing or sitting, while the use of the board has the opposite effects."

Board Holds 600 lbs. But Weighs Only 17 lbs.

DELUXE MODEL, with automatic folding legs, foam rubber padded, leatherette covered, folds to half size.....\$29.95

STANDARD MODEL, Folding Board, same as above Deluxe, but cotton padded.....\$22.50

ECONOMY MODEL, full length, cotton padded, leatherette.....\$13.45

Charges prepaid anywhere in U. S. Instructions included.

C. M. PIERCE, Manager, 1136 Screenland Drive, Box 1125, Burbank, California

IT'S SAFER  
to Mark Belongings with

**Cash's**  
WOVEN NAMES

for HOME  
CAMP  
TRAVEL  
SCHOOL

**HUGH NEEDHAM** STYLE 59  
**Ann S. Watson** 53  
**LT. F. GOODCHILD** 97

Your name is important! It identifies you, makes you distinctive. It marks the things you own and protects them from loss or misuse.

Those who know this use Cash's Woven Names to mark clothing, laundry, personal belongings. Children, travelers, students and large families find Cash's Names indispensable. They're ideal as a dressmaker's label.

Start marking—start saving your possessions NOW.

Samples on request **Cash's** So. Norwalk 10, Conn.

**PRICES** 3 Doz. \$2.25 9 Doz. \$3.25 NO-50 CEMENT  
6 Doz. \$2.75 12 Doz. \$3.75 25c a Tube

quick  
switches  
for  
shorties..

keeps you in  
style, for  
any  
occasion

Can also be  
circled into a  
Curl Chignon.

bob curls \$9.00

Out of sight Plastic  
Comb keeps Hair  
Pieces secure.  
Comes attached on  
both pieces.

New and  
excitingly  
practical.

switch

page bob

makes many  
styles.

Fine quality  
human hair  
guaranteed to  
match sample color.

From "Shortie"  
to convenient  
long.

\$9.75

Send generous hair sample.  
Check or M.O. No C.O.D.'s.

\$8.50

Plat. or mixed Grays \$2.25 extra

FASHION HAIR PRODT'S

Dept. V2  
101 Fifth Ave. N Y 3

An Exciting Approach  
to Wrinkle-free Skin!

In a few magic moments  
your neck and shoulders  
seem to glow with a new soft,  
smooth alluring look.

Just one wonderful  
application and you'll love  
the difference! Exciting  
Neckline Beauty Cream  
combats wrinkles, crepey  
skin... gives your skin soft  
allure, exquisite appeal.

Neckline Beauty Cream

**Neckline**  
BEAUTY CREAM  
Guaranteed to please  
or your money back.



LEJON FRERES, INC.  
1011 Filbert Street, Phila.

LEJON FRERES, INC. Dept. V-14  
1011 Filbert Street, Phila. 7, Pa.

Send ..... regular size \$5.00 plus 20% tax

Send ..... trial size \$1.00 plus 20% tax

Name.....

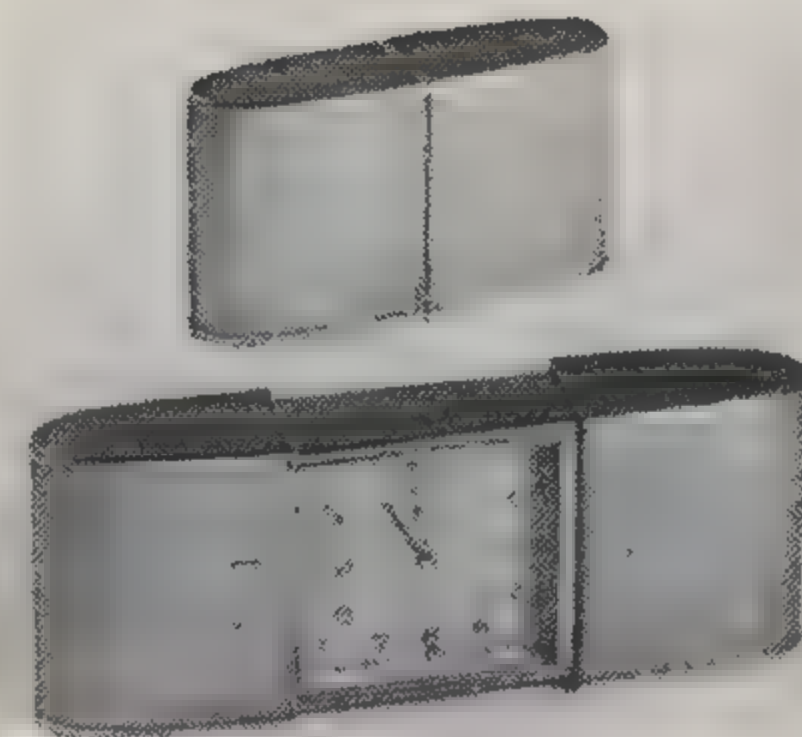
Street.....

City..... Zone..... State.....



# SHOP

No TIMID TINKLE  
from this alarm clock—  
Shop Hound chose it for  
its healthy brrring; likes  
the way it travels—in a  
gift case with sliding  
doors. Seven jewels,  
\$19.20, ppd. Nelmor  
Jewelers, 897-901 Ber-  
gen Avenue, Jersey City.



A WHIFF OF MOUN-  
TAIN PINE—brought  
indoors via this porous  
clay pine cone, which is  
filled with a liquid  
called "Fragrantaire,"  
then hung on the wall  
of a closet or a room.  
Cone container, 75c. Li-  
quid: 4 oz., \$1.25; 8 oz.,  
\$2, ppd. Fragrantaire,  
118-V East 28th St., N.Y.



MIEHLMANN

Avoid frown lines...

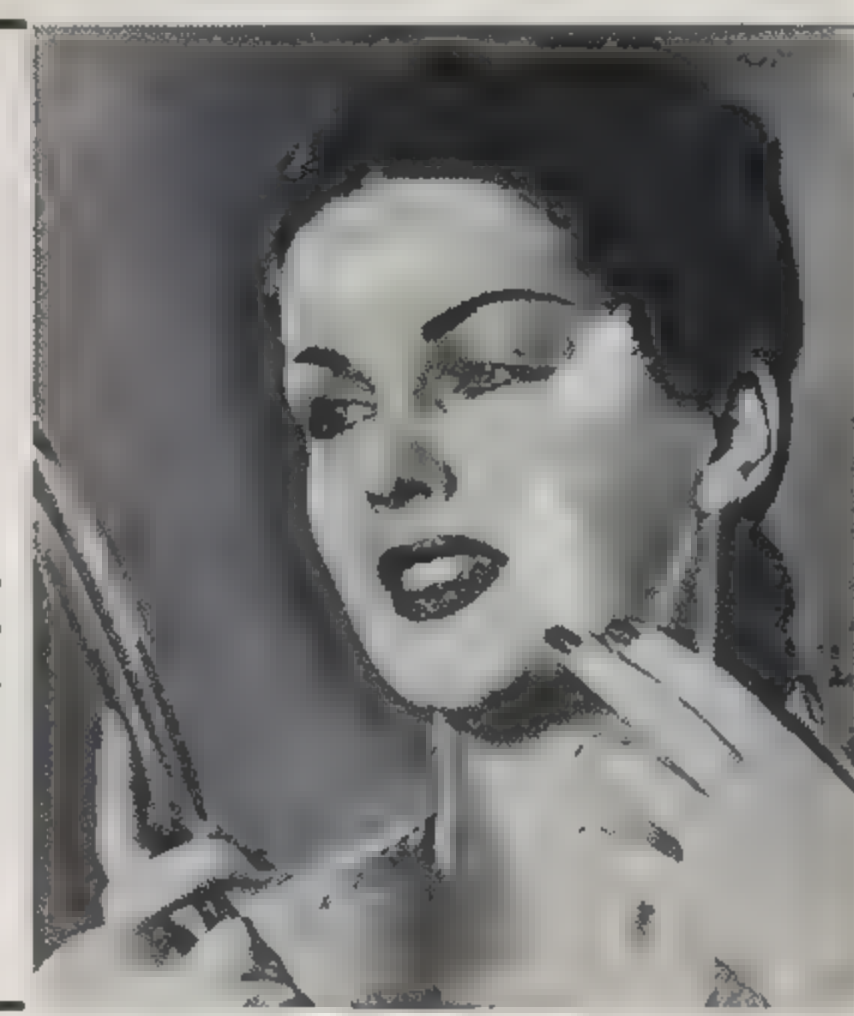
Use the beauty secret of Glamorous Women  
always ask for

**Hollywood**  
**WINGS**

The first step in makeup is to get rid of Frown Lines and Wrinkles. Place HOLLYWOOD WINGS over the offending lines when you retire—you will be pleased with the results. They are a dainty winged-shaped bit of flesh colored fabric treated to adhere over offending lines. Satisfaction guaranteed.

Theatrical Size Box \$1.00 plus .10 Del. Chg.

Write to: **WINGS PRODUCTS CO.** 11 W. State St.  
Trenton, N. J.



CLIP OUT  
&  
SAVE



By the  
**Landsman**  
**Method**  
formerly of  
**The Waldorf**

**DRYCLEANING:** French Drycleaning, hand-  
finished. Dresses \$1.75 (Mention Economy Service)

**DYEING:** Landsman temperature controlled  
dyeing guarantees against shrinkage! Landsman  
French Dyeing gives a new look instead of a  
dyed look. Plain Dresses \$7 (domestic dye)

**SUEDES AND LEATHER**

Cleaned & Dipped French Method

Suede Coats.....\$7.50

Suede Jackets.....4.50

All gloves (short)......50

Pick Up & Delivery to all suburbs

MAIL TO TR 9-0560-1-2-3

**The Landsman Method**

formerly of The Waldorf

796 Madison Ave. (cor. 67th St.), New York

# MAKES TEETH WHITE



Amazing "dental-cosmetic" discovery  
gives teeth beauty of movie-star smile

Are your teeth discolored, dull, unattractive? Are you smile-shy? Then try this marvelous new "dental-cosmetic" for the thrill of your life! You apply KOPAL on your teeth, just like the enamel on your nails. Takes only 3 minutes—and presto! Instantly, your teeth are coated with a sparkling white finish that appears so pearl-like and natural—just like a movie-star smile! No wonder beauty editors, thousands of smart women and theatrical people praise KOPAL for covering up stains, blemishes, even gold fillings—almost like magic! KOPAL is a dentist's formula, completely safe and harmless for natural as well as false teeth. **GUARANTEED** radiant results or money back! Economical in use—amazing value. Send only \$3.00 for 3 to 4 months' supply. We pay postage. Or you pay postage and charges if C.O.D.

**FROSTIE WINTERS**

270 Park Ave., Dept. 1102, New York 17, N. Y.



# HOUND

... assorted sizes



**FOR BASKET COLLECTORS**—This small member, to add to a family of baskets, is shiny black wicker with a red and white bandanna top. Just 8 inches long; sits well on the floor of a car. \$6.75; Kargère, 714 Fifth Ave.

**FINISHING SCHOOL FOR DOGS.** Good idea for Shop Hound's friends (and their masters), the new February courses sponsored by the Poodle Obedience Training Club of Greater New York. These weekly sessions are dedicated to the sole ideal of turning out perfectly-trained pets. For instance: alumni never, never splash through puddles at the curb—they jump daintily over them. Classes are taught by Miss Blanche Saunders—basic and advanced courses are \$25; all classes start about February 20. Tuition does not include membership in the Club, which is \$7 annually and entitles member to use of the club room's space for practice. Address inquiries to Mrs. Victor Emanuel, 277 Park Ave. (PL 5-7600).

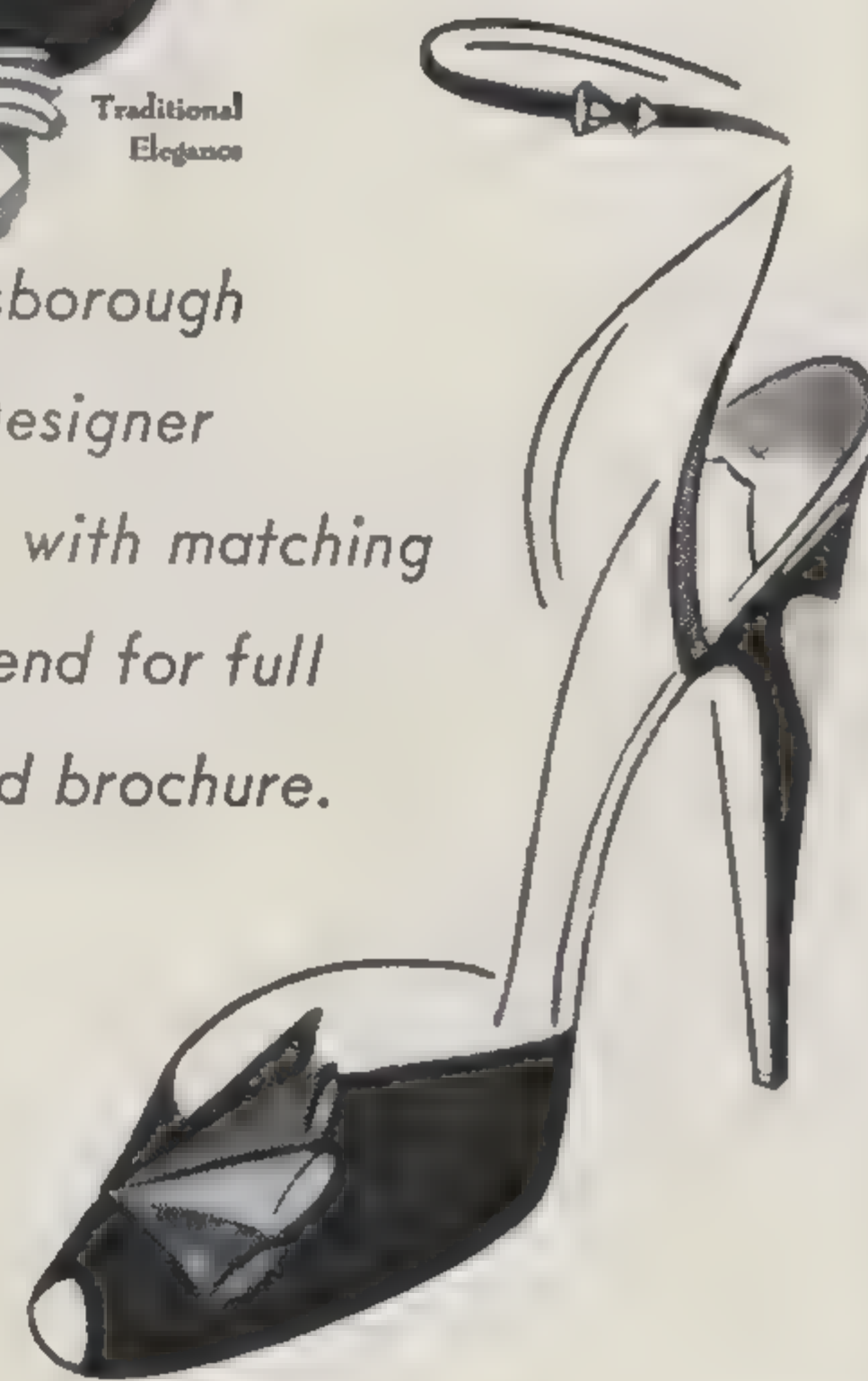
## Significantly Gainsborough...



Outstanding are these Gainsborough

Originals in our 1952 Designer

Collection... with matching bags available! Send for full color illustrated brochure.

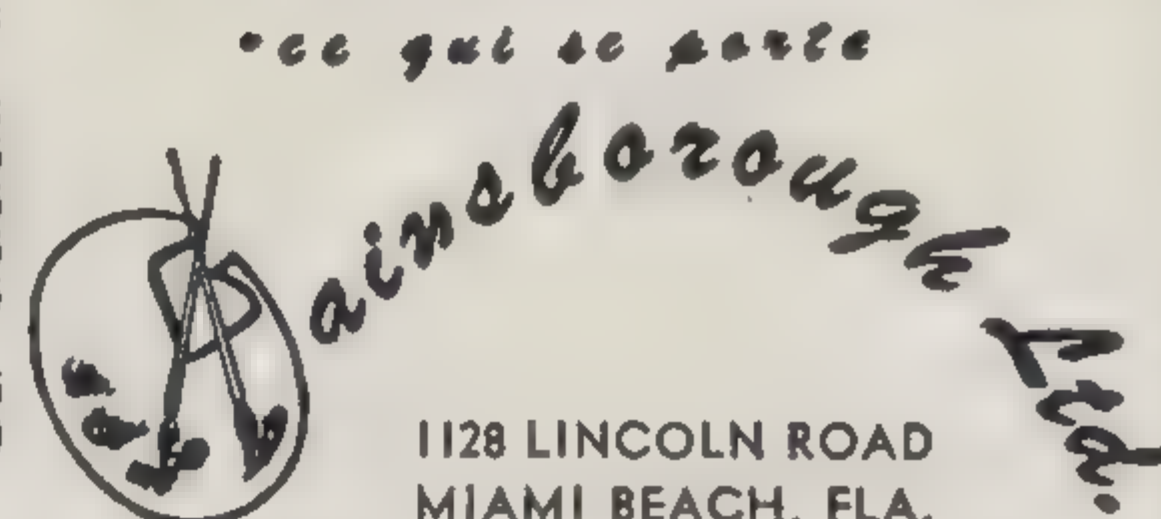


### REFLECTION.....34.95

Royal Blue Suede with Multi Kid  
Melon Kid with Bronze Patent and Eggshell Kid  
Red Kid with Royal Blue and White Kid  
White Kid with Multi Pastel Kid  
White Suede with Copper Patent  
Honey Cobra with Eggshell Kid  
Black Suede with Black Satin  
Gun Metal Patent with Grey Suede  
Silk Shantung (Natural) with Eggshell Kid  
All-over Gold or Silver Kid or combinations of both 37.95

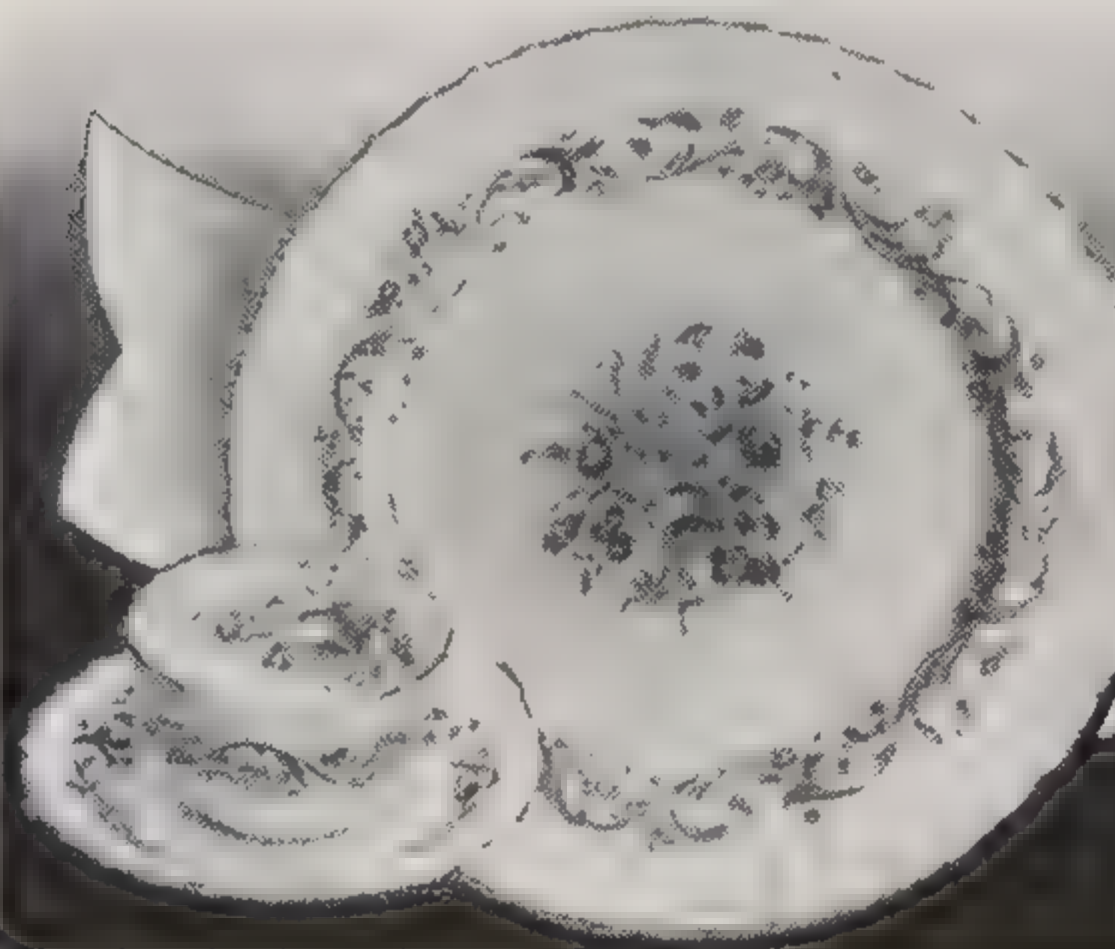
### BAGDAD.....35.95

All-over Black Velvet, Satin, or Suede, without jewels  
All-over Parchment Kid with Copper Patent, without jewels  
Spice Suede with Bronze Patent, without jewels  
Silk Shantung (Natural) with Copper Patent, without jewels  
Black Patent with Black Suede with Steel Beads 37.95  
Navy Suede with Navy Patent, Iridescent Beads 37.95  
Brown Suede with Eggshell Kid, Green Gold Beads 37.95  
Black Satin with Rhinestones and Topaz 39.95  
All-over Brown, Honey, Red, Navy or Green, domestic Alligator 49.95  
Genuine Viennese Petite Point & Gold Kid 65.00  
Mail orders carefully filled



1128 LINCOLN ROAD  
MIAMI BEACH, FLA.

## ENGLISH BONE CHINA



*Bournemouth*  
America's largest retail selection  
at lowest prices of open stock  
English Bone China. New dinner-  
ware booklet will be sent on  
request.  
*Herbert S. Mills*  
GORE PARK—HAMILTON, CANADA

## SHOE BUCKET



Made by New Hampshire's craftsmen. Fashioned after the familiar maple sugar buckets. Will hold your entire family's polish and brushes. 10 1/2" high. Maple finished by hand. Stoutly made for years of service. \$2.90 postpaid. Add 25¢ west of Mississippi.

Order Today.

### GIFTS OF CHARACTER

366b Madison Ave., N. Y. 17, N. Y.

SOLO • plunging,  
lacy half-bra.

Cushioned wiring  
for alluring lines  
just \$5

for a fabulous figure...  
nylon *Mam'zelle* bras

Youthful bosom  
beauty achieved by  
foam-rubber  
cushioned wiring.  
Both styles in Black  
or White Nylon.  
Sizes:  
32 to 38, B-Cup;  
34 to 38, C-Cup

TORSO • Gentle elastic  
and cushioned  
wiring lift and  
separate bust,  
whittle your middle.  
\$10.95



by mail from

FREDERICK'S OF HOLLYWOOD  
4742 West Washington Blvd Dept. 48  
Los Angeles 16, California

Style \_\_\_\_\_ Color \_\_\_\_\_  
Size \_\_\_\_\_ Cup \_\_\_\_\_  
Payment enclosed ☐ Send C.O.D. ☐  
Name \_\_\_\_\_  
Address \_\_\_\_\_ State \_\_\_\_\_  
City & Zone \_\_\_\_\_

Frederick's of Hollywood

New Life to your

DELIVERY SERVICE  
IN MANHATTAN  
TEL. MU 8-2030

### SUEDE

COATS • JACKETS  
SUEDE TRIMMED APPAREL

### GLOVES

ALL LEATHERS  
• cleaned  
• renapped  
• tinted  
• reshaped  
\$1.00  
PER PAIR

• cleaned  
• redyed  
• processed

### HANDBAGS

ALLIGATOR • LEATHER  
SUEDE

• glazed • relined  
• dyed • repaired

MAIL  
ORDERS  
Dept. 102

Leathercraft Process  
OF AMERICA INC.

1052 FIRST AVENUE (at 57th), NEW YORK 22, N. Y.

© 1949 Leathercraft Process of America, Inc. \* Trade Mark Reg. U.S. Pat. Off.







## AMERICAN VOGUE

Editorial and Advertising Offices:

420 LEXINGTON AVE., NEW YORK 17, N. Y.

TELEPHONE—LEXINGTON 2-7500

**JESSICA DAVES**, Editor-in-Chief

Art Director:

**ALEXANDER LIBERMAN**

Senior Editors:

**BETTINA BALLARD**, Fashion Editor

**ALLENE TALMEY**, Feature Editor

**PRISCILLA PECK**, Art Editor

**MARGARET CASE**

Fashion Associates:

**NICOLAS DE GUNZBURG**

**BABS SIMPSON**

**CATHERINE MURRAY McMANUS**

**VIRGINIA THAW**

**FRANCESCA KILPATRICK**

**MARION SKERTEN**

**BRIDGET TICHENOR**

**DESPINA MESSINESI**, Shop Hound

Beauty Editor:

**MURIEL MAXWELL**

Feature Associates:

**MARY JEAN KEMPNER**

**KATE RAND LLOYD**

**PEGGY TALBOTT**

Hostess Editor:

**ALISON BISGOOD**

Copy Editor:

**CAROL PHILLIPS**

Staff Writers:

**ELLEN McCOOLE**

**MARGARET COLLETTE**

Contributing Editors:

**EVELYN GREEN HAYNES**

**MAB WILSON**

**MILLCENT FENWICK**

**THOMAS W. PHIPPS**

Copy Executive:

**JEANNE BALLOT**

Layout:

**MARCEL GUILLAUME**

**G. WOODFORD PRATT**

**JACK MOGNAZ**

Executive Editor:

**MILDRED MORTON**

Merchandising Service Editor:

**KATHLEEN CASEY**

Business Manager:

**C. B. VAN TASSEL**

Advertising Manager:

**WILLIAM C. STOWELL**

### LONDON

37 GOLDEN SQUARE, LONDON W. 1

Editor: AUDREY WITHERS

Managing Director: HARRY W. YOXALL

### PARIS

4 PLACE DU PALAIS BOURBON, PARIS 7

Editor: MICHEL DE BRUNHOFF

Managing Director: PHILIPPE DE CROISSET

VOGUE IS PUBLISHED BY

THE CONDÉ NAST PUBLICATIONS INC.

President: I. S. V.-PATCÉVITCH

Vice Pres. & Adv. Dir.: FRANK F. SOULE

Vice Pres. and Treasurer: BENJAMIN BOGIN

Secretary: MARY E. CAMPBELL

Business Mgr.: PERRY L. RUSTON

COPYRIGHT 1952, THE CONDÉ NAST PUBLICATIONS INC. THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U.S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. (ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, BRITISH HOUSE & GARDEN, FRENCH HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.) EDITORIAL AND ADVERTISING OFFICES: 420 LEXINGTON AVENUE, NEW YORK 17, N.Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. SUBSCRIPTIONS \$7.50 A YEAR, \$12 FOR TWO YEARS, \$17 FOR THREE YEARS, PAYABLE IN ADVANCE. TO POINTS OUTSIDE CANADA, U.S.A., AND POSSESSIONS, \$15 PER YEAR. SINGLE COPIES FIFTY CENTS IN U.S. AND CANADA. \$1 ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONN.; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.

# V O G U E

INCORPORATING  
VANITY FAIR

**New York**

**I. S. V.-PATCÉVITCH**, Publisher

**Paris**

**London**

**EDNA WOOLMAN CHASE**, Chairman of Editorial Board

## FEBRUARY 1, 1952

### FASHIONS

- 162-167 The middy fashion  
168-169 The striped straw hat  
176-177 Diamonds—American goods  
179 Neige, new stocking shade  
188-201 An American in fashion, Spring 1952  
Pale colours in town  
The white town coat  
Two new suit shapes  
Fur-coloured prints under furs  
Spencer suits with plastrons  
New cuts in coats  
202-203 Bénédicte accessories  
204 At the old Ritz, a new ball dress  
210-211 What can your clothes \$\$ buy in America?  
212-213 New cars; new clothes to drive in  
214-215 Vogue Patterns—an American habit  
216-217 The sweater idea—the knitted dress  
218-219 American corsets  
220-221 Winter cottons  
222 Brownstone fashions via a museum  
224 Men's resort cottons

### BEAUTY

- 179 The new pale and glittering make-up  
189 With wheat colours: "Paradise Pink" lipstick  
190-191 With the new pale fashions:  
"Tangerine" lipstick; "Sheer Beauty" make-up

### ARTICLES; PEOPLE; FEATURES

- 151 Vogue's eye view of taking America for granted  
152-157 American beauties:  
Mrs. Anthony Bliss  
Mrs. William Woodward, junior  
Mrs. John Sims Kelly  
Miss Daphne Bedford  
Mrs. Robert Sweeny  
Miss Diane Bultinck  
158-161 Everyday America—beauty for the seeing  
170 General Dwight D. Eisenhower  
171 The Calculated Risk. By Gerald W. Johnson  
172-173 The Marshall Field Story. By Peter Reed  
174-175 The Art of Accepting Oneself. By Jean Stafford  
178 High Noon in Your Life. By Ernesta Barlow  
180-181 Living Dangerously.  
Drawings by Saul Steinberg,  
verses by Ogden Nash  
182-187 Hollywood Brains. By Allene Talmey  
205 People are talking about . . .  
Books, plays, movies, TV  
206-209 Winterthur—Americana Museum.  
By Millicent Fenwick

### DEPARTMENTS

- 54 Prix de Paris—Thesis Questions  
136 Vogue Travelog  
138-141 Vogue's School and Camp Directory  
142-147 Shop Hound  
238 Vogue's Buying Guide





## Anatome Fluid Make-up

### *A Rejuvenating Screen of Beauty*

*which represents an entirely new concept of make-up, designed not only to make you look glowingly alive, but actually to help in restoring aging tissue to a youthful freshness, through the beneficial action of the Estrogenic Hormones and other vital ingredients which it contains.*

IN SEVEN BEAUTIFUL SHADES

FROM SKIN TONE TO DEEP SUNTAN, WITH MATCHING FACE POWDERS

# Germaine Monteil



# VOGUE'S EYE VIEW OF TAKING AMERICA FOR GRANTED

Reprinted from Vogue's Americana issue, 1948

*This Vogue's eye view now has a history of its own. It appeared first in the Americana issue, 1948, and was greeted with many warm letters from our readers, many of whom asked for reprints. The Reader's Digest republished it; recently, it appeared again—this time, as the opening article in a new anthology, 30th Anniversary Reader's Digest Reader. In the belief that it has gained rather than lost significance during the four years since we first published it, we again open an Americana issue with this eye view.*

There was a time, in this country, when even a whole day of life was not taken for granted; much less water, shelter, a safe night's sleep. Now, by reason of a uniquely bountiful heritage, we take for granted . . . too much. We assume. Expect. Insist.

Nowhere else in the world is this possible. *Nowhere* in the world is it wise. We not only accept, unthinking, the great urgencies of food, shelter, and clothes, but the whole spate of little things that make up a way of life, a standard of living, a pattern of security. We assume that some kind of transportation will get us to work. We take for granted the protection of our locked front door; a roof to our living room; heat, lights. We expect our children, bursting with vitality and vitamin B, to knock our hats askew with the vigour of their welcome. As breathing, we take for granted a hot bath, soap, the evening newspaper, penicillin, and sodas at the corner drug store. We assume that young husbands will, with their bare efforts, make a successful future for themselves, that older husbands will retire on what, over the long years, they have put away . . . for savings, *of course*, are inviolate. We *expect* our daughters to have an evening dress. We cheerfully assume that some decent men will get voted into public office. We know that the veterans can get a G.I. loan, and assume that, with it, one of them will start a future U.S. Steel. Another will marry, and produce an Edison, a Jefferson, a Carver. We take for granted that we will not be shot, imprisoned, or have our "everything" confiscated; that our children will live to grow up.



What we forget, what we forget every day, every moment, is our own history. That it was not entirely to give us these delicacies of life, these luxuries-become-necessities, that those men stayed on at Valley Forge for twenty-two cents a day; that Abraham Lincoln did the fine, unpopular thing, unwaveringly; that over fifty-six thousand men died in prison camps between '61 and '64; that, later, half a million lay in their blood on foreign soil. It was not to guarantee us our ice cream and radios that innocent, bewildered women were burned at the stake, bore children during Indian attacks, suffered cruel lampooning as pioneering educators, were partners in the greatest pioneering adventure of all—the sweep to the West. It is good to remember what our simple right to vote cost other human beings. Perhaps they had no thought of us, as individuals; they were concerned with making *their* America. What they made is what we have. To take this heritage, unthinkingly, for granted, is a first step to losing it.



## MADE IN AMERICA— BEAUTY LIKE THIS

The world is full of beautiful women, but nowhere in the world are there beauties like those shown on these next five pages of *Vogue*—nowhere except in America, that is. For the beautiful woman born in this country is “an-American-beauty” always. A Frenchman, surveying the dancers at an international party in Madrid, exclaims about the redhead, the brunette—and the American. An Italian film producer asks his casting director to find three beautiful actresses for him: one Madonna type, one *gamine*—and an American. What is this unique quality of the American beauty? Why is her nationality an integral part of the loveliness of her looks? We think that the answer lies in the Declaration of Independence, the Constitution, and the Gettysburg Address. The background of almost two hundred years of freedom and equality, of justice and tolerance, has given the beautiful woman who is born in America a lovely directness of gaze, a calm carriage of the head, an aura of felicity that is especially hers—and hers though her grandmother was born in Greece, her great-grandfather in the Scottish highlands. Beginning opposite: new camera’s-eye view of a half dozen American beauties. On the facing page, for instance, blond Mrs. Anthony Bliss, whose ancestry includes both French and Swedish blood, but whose look is as American as stars and stripes; her face is at once sensitive and strong—a modern Diana, Seattle-born. On page 154: Mrs. William Woodward, junior, and Mrs. John Sims Kelly. Mrs. Woodward, English and Kansan in origin, has the quick American smile, the long-legged, long-envied American figure. Mrs. Kelly, on the other hand, is small and delicate, her face a beautiful white mask, the expression concentrated in the eyes and mouth. Born Brenda Frazier, her lineage is Celtic, Canadian, Midwestern. On page 155: Miss Daphne Bedford, an olive-skinned, hazel-eyed blond; all her ancestors came from England, some of them to New York by way of Holland in 1630. On page 156: Mrs. Robert Sweeny, of Irish and American-pioneer descent, a notable beauty, with extraordinarily white skin, brown eyes set wide apart and upslanted. And on page 157: Miss Diane Bultinck, whose mother is Vienna-born, whose father is Belgian-born, who is herself a first-generation American—and a first-rate beauty.

On the next five pages, six American beauties

ALL PHOTOGRAPHS BY NICK DE MORGOLI





Mrs. Anthony Bliss





**Mrs. William Woodward, Junior**

**Mrs. John Sims Kelly**





Miss Daphne Bedford





Mrs. Robert Sweeny





Miss Diane Bultinck



# **E**VERYDAY AMERICA:

## **BEAUTY**

## **FOR THE SEEING**

You are a camera. You choose your subject, set the exposure meter of your eyes, and take pictures of the American scene all through the day. The prints may be developed and stored in your mind or they may give only a moment's pleasure. Most of us have even tried our eye at the stroboscopic picture, the one where you stop suddenly and say to the person you're standing with, "Did you see that?" (Star fall? Jockey hit the other jockey? Policeman grab that child?) But to see the beauty of America takes more than the mere snapping of the shutters. To see the beauty of everyday America comes rarely to those who reserve their mental camera lens for established landmarks. Sometimes we only use our eyes in foreign lands, seeing fully what painters saw before us. People who comfortably see Renoir's sunlit boats, Seurat's Sunday Seine, the Impressionists' Streets of Paris, fail to recognize, in their own land, the shape of beauty, for instance, in four boys on a bench at a beach.

"Seeing is as much an acquired art as speaking, although no doubt easier to learn," Bernard Berenson, one of the most accomplished see-ers in the world, once wrote. Too often we are blinded by the power of previous suggestion; we are prejudiced by memory. Sometimes the pleasures of looking are overlooked, and Plain Jane scenes, beautiful in themselves, ignored. The five whose "zestful concentrated observation" led to the twelve photographs on the next three pages chose the Plain Janes. Joseph Bellanca photographed (opposite) the street he lives on in Clifton, New Jersey. Arthur Siegel went on assignment for Standard Oil of New Jersey to "photograph visual beauty as and where he found it." The company man who went with him said later, "After thirty years in the oil business, I never thought of a tanker or a refinery as beautiful until I saw them through his eyes."







**E**VERYDAY AMERICA: BEAUTY FOR THE SEEING *continued*



1



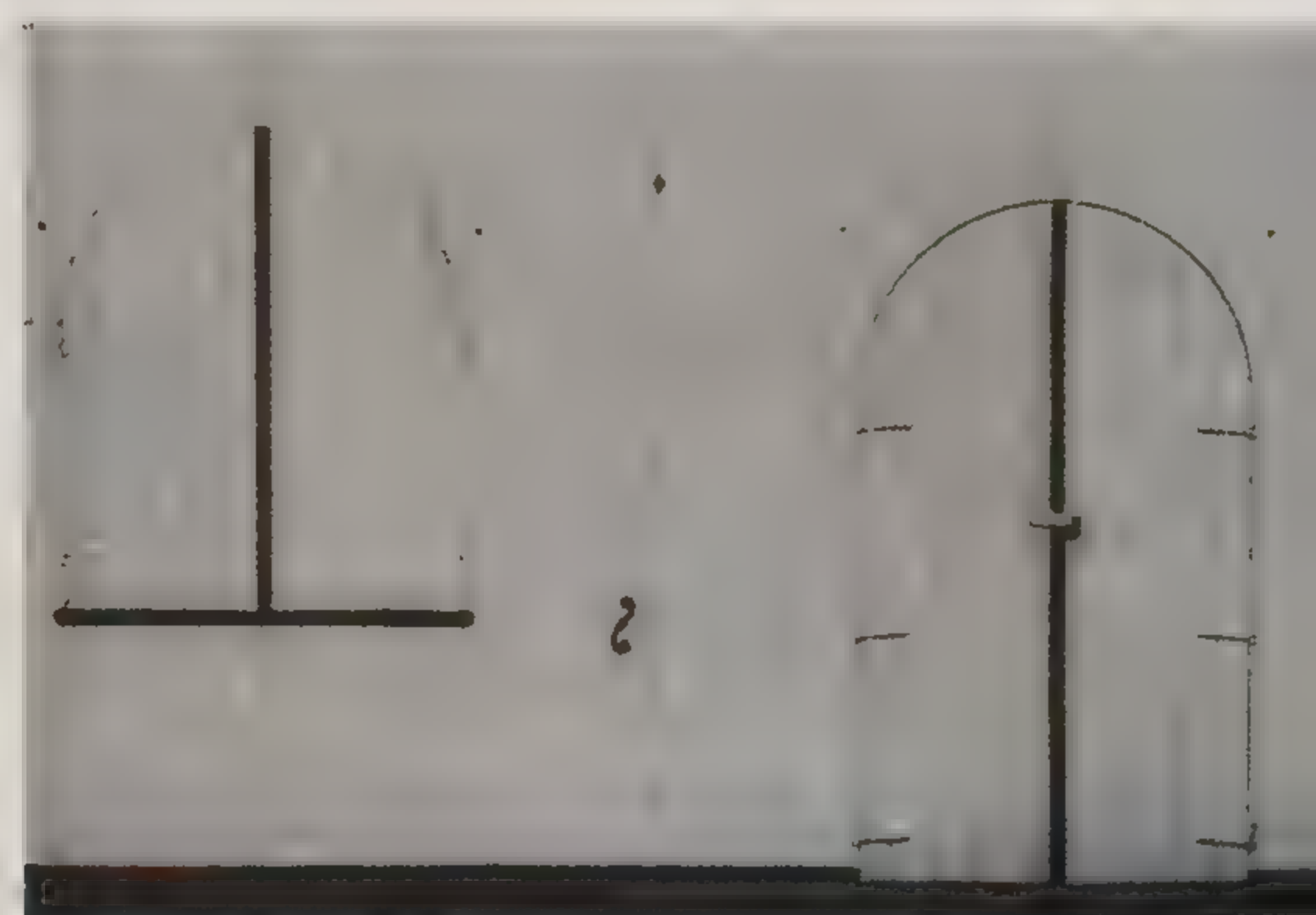
2



3

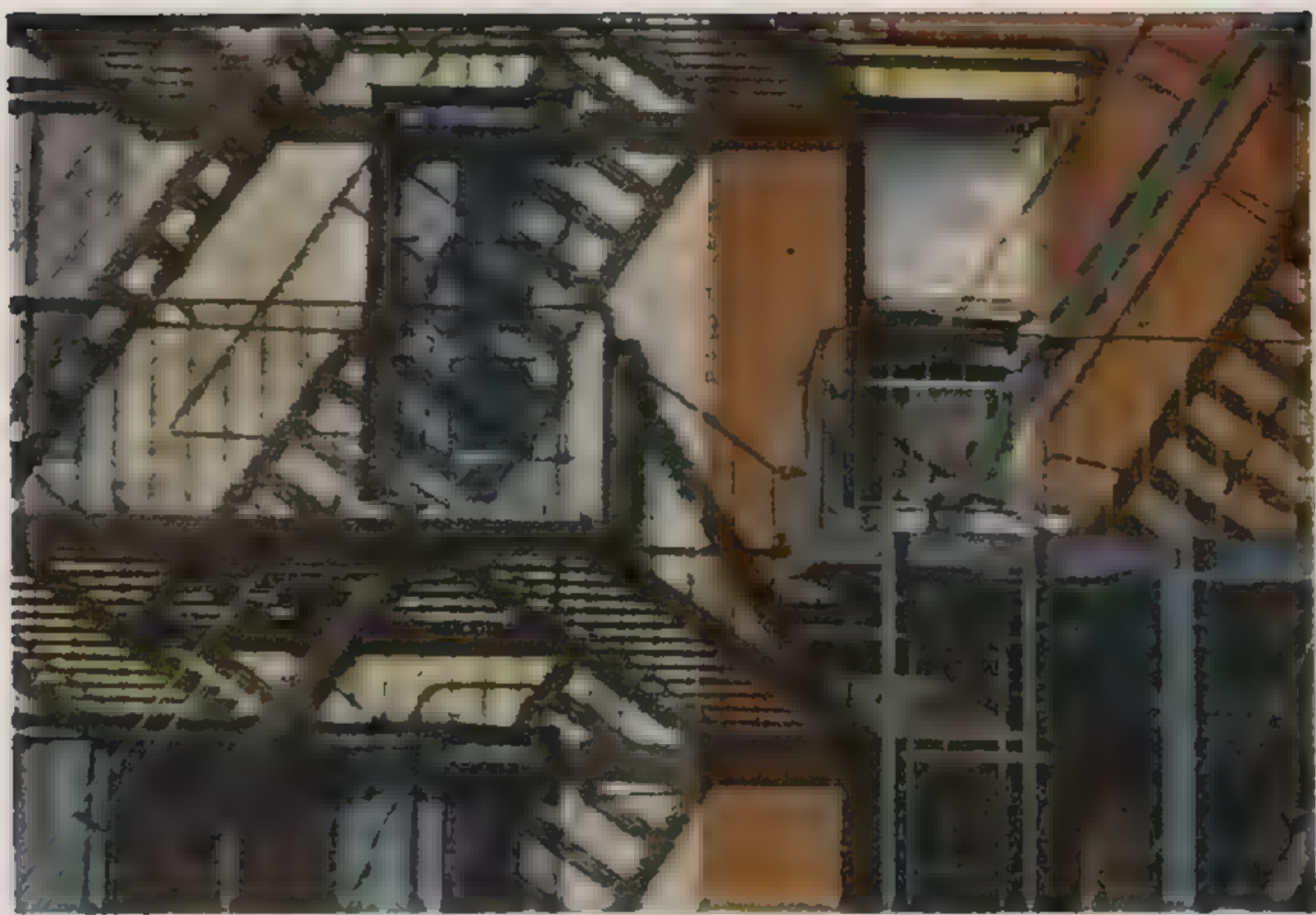


4



5





6



7



8



9



10



11

1. Standard Oil Company (New Jersey) tanker; by Arthur Siegel.
2. New Hampshire beach; by Robert Christie.
3. Beach in Florida; by Robert Christie.
4. Store in Newburyport, Massachusetts; by Robert Christie.
5. Deserted amusement park, Connecticut; by Robert Christie.
6. Tenements in New York City; by Ferenc Berko.
7. Field in Iowa; by Ferenc Berko.
8. New bakery, Pennsylvania; by Robert Christie.
9. Near the Mexican border; by Robert Christie.
10. Popcorn window, Binghamton, New York; by Robert Christie.
11. Mummers' Parade, Philadelphia; by S. Mednick.









TWO PHOTOGRAPHS FROM  
VOGUE, SEPTEMBER 1, 1951.



# THE POSITION OF THE WAISTLINE IN AMERICA

Here is a completely American story about what happened to a French fashion: the low middy line from Balenciaga's collection. It was reported as straight news (see above, from September 1 *Vogue*). It was turned into a fine joke (see the clipping from *The New Yorker* we just happened to have here in our pocket). And several American designers bridged the gap between a good fashion and a good laugh—and took it from there. Where they took it, you can see on these pages and the four following. Sometimes they boxed out the waist curve entirely; the true middy idea. Sometimes they cheated, marked the waist above a defined hipline; or marked the waist under a straight jacket. But anyway, we know where the waistline is. In cloth, it's anywhere a woman likes to pretend it is. This gives designers scope, women variety, and men something to talk about. So who loses?

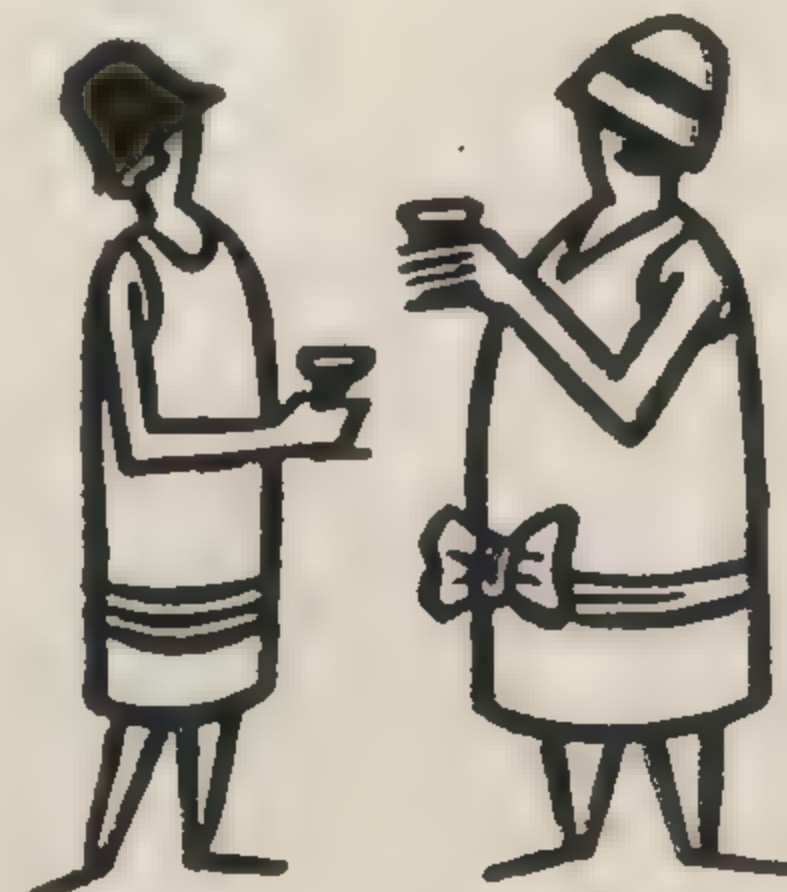
*Opposite page:* Here, the middy is a jacket. To button at the hips, or leave open to show a long-waisted but rib-fitted dress. By B. H. Wragge; of Couture slubbed silk. \$80. At Bonwit Teller; Garfinckel's; Frost Bros. *Right:* Here, the middy is a sweater, worn with the hip-belt "Gigi" brought to town on her middy blouse. Beacon Hill sweater, \$3; white dickey, \$2.25. Both, knitted cotton. Altman; Hudson's. Phelps belt.

## Notes and Comment

BEING a connoisseur of ominous news, we feel free to direct your attention to page 171 of *Vogue* for September 1st, where a photograph clearly foreshadows dark and evil days to come—unless we can stop them by taking a stand. The photograph shows a woman in a dress illustrating what *Vogue* calls "the low middy line." It needs only a glance to see what she has on: she has on one of those fallen-abdomen gunny sacks of the nineteen-twenties. This was the lowest point reached by the American woman's waist, also the lowest point reached by the American woman in her desire to please. Hips and belly were indistinguishable, and as waists sank beyond recall, women's heads disappeared upward into a bell hat. There was never before a time of such feminine enclosure, and such drinking.

*Vogue* presents this ugly revival boldly and mentions a fellow named Balenciaga as being back of it. "Balenciaga," says *Vogue*, "launched his long-middy line with authority, making both day-woollens and late-day laces in this very young, very schoolgirl un-shaped shape." Well, we launch this objection with authority, too—we have behind us the authority of many millions of middle-aged, punchy American males, who haven't forgotten. It was one thing for us to cope with baggy, malformed women when Scott Fitzgerald was around, cheering us on, and when our gravest problem was whether to summer at Antibes or at East Hampton, but nowadays, when males are pushed pretty hard anyway, and with Scott dead, it is too much to ask us to accept girls whose pelvis appears to start just below the chin and who look as though they had been hacked out of an old elm stump.

"Where is the waistline?" asks *Vogue*, archly. By heaven, if *Vogue* doesn't know where the waistline is, we will bring an accommodating girl around to its office someday when Balenciaga isn't all wrapped up in his T squares, and we will get this girl to shuck, and we will stand there and point out the waistline to *Vogue*. We can give a hint right now: the waistline is in the neighborhood of the belly button—a little above, as a matter of fact. It is a good line, an old line, a true line, and no girl need be ashamed of it. If Bal is unhappy about it, or is off his feed or something, it's the times he lives in, probably. Fashion is a racket to sell clothes, but that's all right by us, because it is essentially a gay racket and reveals women in their fascinating and lovely inconstancy. But there are depths to which the business must not descend; the cloche hat and the prolapsed stomach were below the level of acceptance. Let's have no more nonsense about the low middy line—we've been through it and we survived. Why crowd our luck?



COMMENT AND DRAWING FROM "THE NEW YORKER,"  
SEPTEMBER 22, 1951.  
COPR. 1951, THE NEW YORKER MAGAZINE, INC.









The waistline's in

## THE MIDDY-LINE DRESS

Here's the middy that cheats—in a most attractive way, of course. It has a true middy-hipline—but, on the way, it stops for a good view of the waist.

*Opposite:* The middy dress that makes the middy one of the most admired figures in fashion this spring—the waist is marked, above a defined hipline. By Trigère, in beige and white string-striped Forstmann wool. \$195. At Bonwit Teller; Hutzler's; Neiman-Marcus. White Panama hat, with a shallow, round crown: Mr. John.

*Right:* The middy dress—well-waisted. The bodice is made to stick to the ribs. And, to cheat a little more—there's a belt, besides. In black and white pin-checked taffeta, with pleats flashing out below the hipline, and white flashing in the linen collar and cuffs. By Larry Aldrich; the taffeta is Tuller, silk. \$110. Lord & Taylor; Carson Pirie Scott; Hudson's; I. Magnin.

RUTLEDGE







**The waistline's under**

## **THE MIDDY JACKET**

Here's the true middy, but a new middy—as far removed from the middy of the twenties as the waistline is from the knees. And here's the figure that carries it off this spring—it's American.

*Left:* A suit with a middy jacket and a great deal of dash—especially when just the last button is buttoned, and the whole line rests squarely on the hipbones. In grey-blue British woollen, with a Shantung and wool gilet. By Anthony Blotta, about \$235. Saks Fifth; Best's Apparel; Harzfeld's. Red baku helmet with one red velvet sunflower, by Irene of New York.

*Opposite page:* A suit with a middy jacket, just short enough and clipped enough to suggest there's a good waistline beneath. The skirt, completely pleated, but completely straight. The suit in grey Meyer worsted crêpe, with its own checked surah blouse, \$215. By Philip Mangone, at Altman; L. S. Ayres; Younkers of Iowa. White straw boater, by John Fredericks.











# STRIPED STRAW

Latest little American hat

Here's the one that does it—

turns a suit toward spring—the little hat,

the little straw hat, *striped*. It's the hat we think

is wanted by about a million American wardrobes now. It's the hat invented for the solid colours already in a wardrobe;

the solid-coloured suits and dresses bound to be added this spring.

*Opposite:* Hold it at a distance—it looks like striped silk. Come closer for its news—it's striped straw. This one's a pillbox in black and beige.

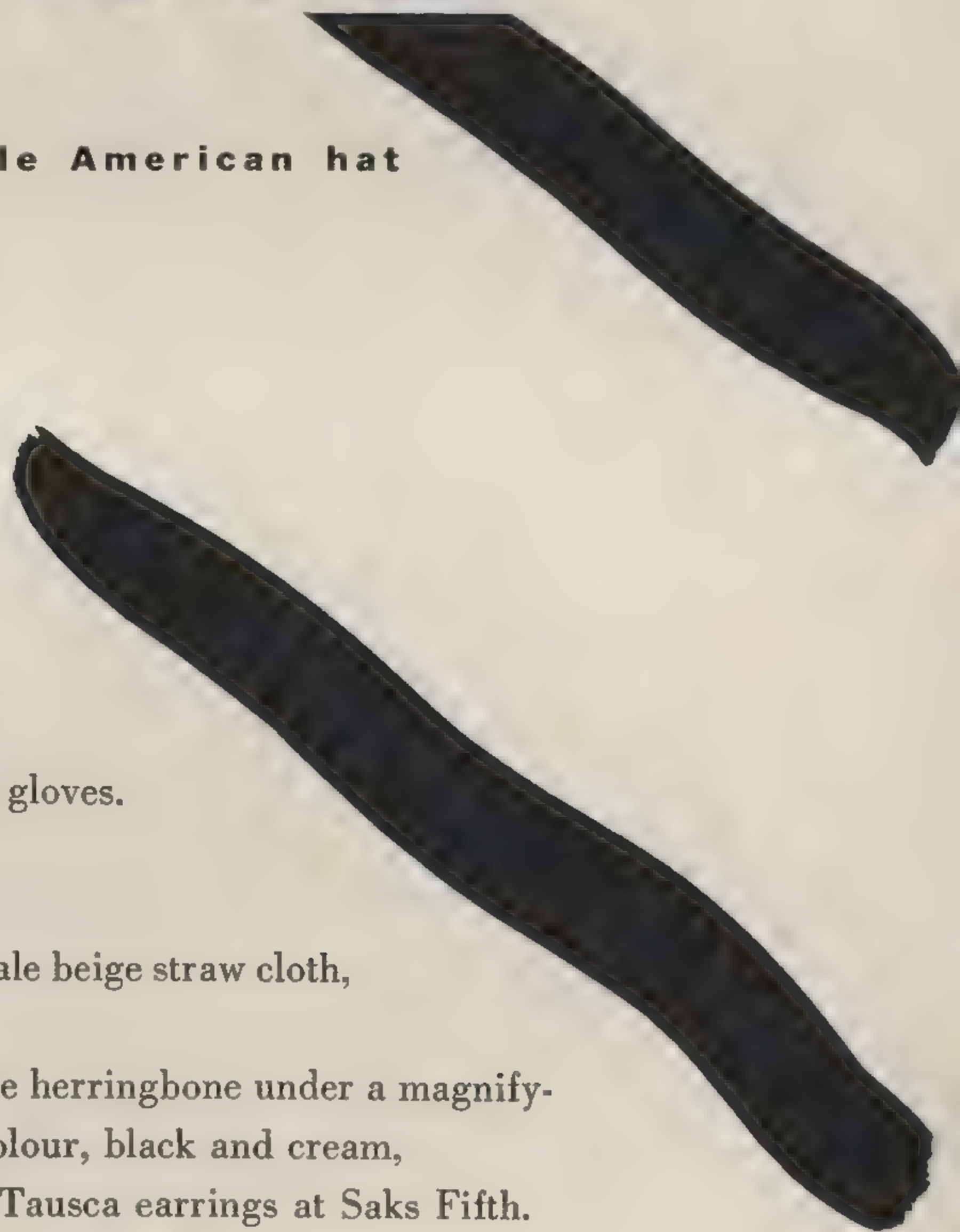
Meant for a black dress; or a blond one, with a black bag, black shoes, beige gloves.

By Harryson, \$30. Bergdorf Goodman; Carson Pirie Scott; Famous-Barr.

*Right:* This one's an indented pillbox—we like the simple shapes the best,

when the stripes take over, as here. Sally V does this in navy-blue belting, and pale beige straw cloth, about \$13, at Best's. The rest of the costume, undoubtedly, navy-blue.

*Below:* This one's a side cloche of woven straw—woven and worked to look like herringbone under a magnifying glass. The shape of the hat itself, good news to almost any coiffure. The colour, black and cream, good news to a creamy coat. Designed by Tatiana; \$58. The hat and the La Tausca earrings at Saks Fifth.







CECIL BEATON

**GENERAL DWIGHT D. EISENHOWER, NEW FORCE IN AMERICAN POLITICS**

**Photographed especially for Vogue**



# THE CALCULATED RISK

BY GERALD W. JOHNSON

IN 1776 the men who issued the Declaration of Independence took a calculated risk. They did not find that the odds in favour of their success were overwhelmingly great, or great at all. They found that the odds were extremely narrow, so narrow that it took great courage to accept the risk.

It took, in fact, something more than courage, it took courage plus an incentive. When the odds on the success of any effort are extremely narrow, a wise man will not make the effort unless that success is extremely important. The men at Philadelphia in 1776 felt that the success of that particular effort was the most important thing in the world, more important, as they put it, than "our lives, our fortunes, and our sacred honour," all of which they formally pledged. That being the case, they accepted the risk, with what brilliant success all the world knows.

That is the way the United States of America began.

Eleven years later the process was repeated, except that the danger, in 1787, was not from an armed enemy outside our borders. It was an even more insidious peril, the danger of internal weakness, incompetence, and corruption. The proposal was to consolidate a weak and flimsy alliance into a formidable national power, yet to intrust that power to control by the people. Every such effort in the past had been a failure, ending either in invasion and conquest, or in the creation of a domestic tyranny if anything more frightful than foreign rule.

If precedent had been the only guide of the men who wrote the Constitution of the United States, they would never have undertaken it, for precedent was all against them. Using the factor of precedent alone, the calculated risk was too great for the project to be considered worth while.

## *Opposite:* **General Eisenhower**

From his headquarters as Supreme Commander of Allied Forces in Europe, General Eisenhower issued the momentous statement of January 7, indicating that if he were nominated for the Presidency, he would consider acceptance a "duty that would transcend my present responsibilities." Whether Eisenhower wins the Republican nomination in Chicago next July depends on the exigencies of politics, but in any case to many Americans the song rings true, for "They like Ike."

But again there was the factor of the importance of the issue. Failure would mean an inevitable reversion to tyranny, foreign or homemade; but success would mean, not merely the creation of a nation in which they and their posterity might live in freedom, but, as they believed, the lighting of "a beacon for mankind," the raising of "a standard to which the wise and honest can repair," the creation of "the world's best hope." With this factor added to the equation, the solution was different, and the calculated risk became worth accepting.

So they accepted it, again with what brilliant success the whole world knows.

That is the way the United States was consolidated.

The foundation of this country is acceptance of a calculated risk. It is the policy that accounts for our beginning and the policy that accounts for every forward step we have taken. It has not always worked perfectly. In 1812, for example, when we took on England, we miscalculated the risk badly and came appallingly close to ruin as a result. In 1846, President Polk and his advisors calculated the military risk of war with Mexico accurately, but they miscalculated the political risk and lost control of the government. But on the whole it has been a successful policy for the better part of two centuries. If it had not been reasonably successful, the United States would have collapsed long ago.

A man or a nation capable, when considering any course of action, of carefully and coolly adding the probable losses in case of failure in one column, then adding the probable gains in case of success in another column, striking a balance and acting according to the result, is certainly not a man or a nation dominated by fear. Fear is present, to be sure. It must be. But if the calculated risk is in favour of action and action is taken, then fear did not dominate.

"Freedom from fear" is not a cynicism. It is attainable, it has, indeed, been attained at every grave crisis in the country's history. But the record shows that it has never been won by courage alone. Along with courage there must be some powerful incentive to take a chance. In 1776 it was independence; in 1787 it was the formation of a real union; in 1861 it was the preservation of that union; in 1917 and again in 1941 it was the preservation of democracy as a form of government. Without that overwhelmingly important purpose the calculated risk would never have been accepted; so, in the final analysis, it was the purpose, not courage (*Continued on page 231*)

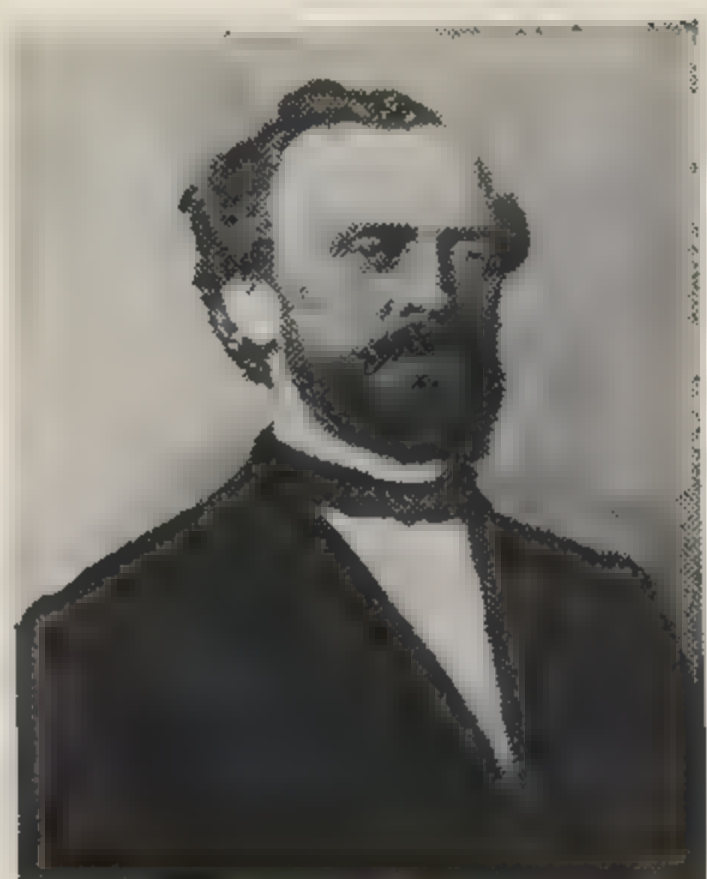




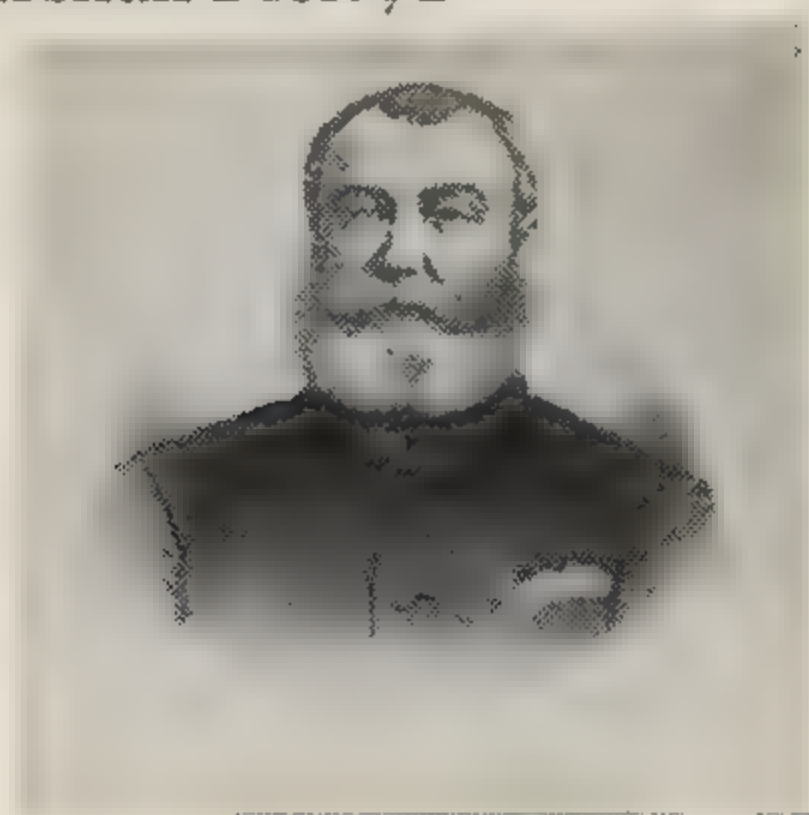
The Field delivery wagons of the nineties.



Marshall Field, I



Potter Palmer



Levi Z. Leiter

## THREE MEN AND A STORE

The world-famous Marshall Field & Company,  
now celebrating its centennial—

and the three men who started  
the store on its way.

BY PETER REED



Field's, decorated  
for the Columbia  
Exposition.





Early lace department: "Behind the counters, salespeople are just landscape"—store dictum in the nineties.

Chicago has never gotten over Marshall Field, the First. When he died in 1906, he left, besides the great store on State Street, which now covers some thirty-five acres and normally holds some 12,000 employees, a reputed estate of \$120,000,000, and a method of attaining even greater influence on Chicago than he ever had in life. The method was the Field Estate, which by the terms of the will would go out of existence when Marshall Field, III, reached fifty. In 1943 the Estate went out of business, with assets over \$100,000,000. By then all Chicago had felt its power, for the Estate paid out to the city enormous taxes, voted on directorates, owned and developed real estate, had on its payroll 900 employees, and, in general, behaved as shyly in exerting its will for the public good as any tenth of a billion dollars. The Field fortune had its early nourishment from the thrifty love of Chicagoans for getting a dollar's worth of dry goods for a fast buck and had fattened on the citizens' extravagant need in their dishevelled city for a store with dignity, respectability, and Presbyterian prestige.

All this really began when Potter Palmer, who had opened his Lake Street dry-goods store in 1852, let two other newcomers, Marshall Field and Levi Z. Leiter, buy out his whole-

sale and retail store in 1864. The new store, Field, Palmer, and Leiter, lasted only three years before the name changed to Field, Leiter, and then, fourteen years later, to Marshall Field & Company.

That first incongruous trio, however, had an odd effect on one another and on their city. Potter Palmer, a Quaker from Albany County, New York, looked rather like a bearded general of the Civil War, preferred real estate and hotel-keeping to dry goods, preferred repairing the plumbing of his hotel, the Palmer House, to greeting its guests. By his astute transfer of his ex-partners from Lake Street to State Street, he shifted the whole commercial district of Chicago. His life philosophy was simple: take care of the pennies and be polite to the ladies. (Field, however, said: Bend over for a penny, and lose a dollar.) In addition to State Street, Palmer gave Chicago the Lake Shore Drive and, even more specifically, the renown of Mrs. Potter Palmer's social leadership. When, on her return from Europe one year, she saw for the first time the compressed, crenelated castle he had built on the Lake Shore Drive, she asked, with a certain plaintiveness: "Do I have to live this down?"

The second member of the trio, (*Continued on page 226*)



**The second in Vogue's  
"Arts of Living" series**

*Jean Stafford is the distinguished author of three poetic and incisive novels, The Catherine Wheel, published in January, and, earlier, The Mountain Lion, and Boston Adventure.*

# THE ART OF ACCEPTING ONESELF

BY JEAN STAFFORD



HERE is a certain kind of dream that leaves the mouth of my mind sandy and sets the teeth on edge. Quickened in unusual sleep, it is a dream of abstract propositions and it is bare, dispeopled of legible symbols. Soundless and having no other corporeal attributes, static, having no narrative, no crisis and no denouement, it seems, while I dream it, to be electrified with refulgent wisdom.

Before my bedazzled eyes, grand truths and principles are parsed, and for a split second I cease to stumble in the half-dark clutter of my history and I progress unfalteringly toward immediate, absolute revelation.

But before I am accustomed to this beautiful and dangerous radiance, the sun sets, the mirage perishes, and I awake, dissatisfied, excitable, humiliated to find the vessels of my being still filled with blood, not ichor, the fogged facets of my intellect still multitudinous, not single and afire with understanding, the power that had been within my grasp dissolved, the prescription for the panacea reduced to an absurd conundrum.

It is difficult and bitter, when I have been this near to grace and enlightenment, to return to and to accept the cramped quarters of my conscious thoughts and feelings. Occasionally the dream is almost reasonable in recollection and once I was tantalized for a long time by the reiteration of a form of it that could be taken either as an admonition or as what it more obviously was, a misreading of the first line of Shakespeare's sonnet. I had one night in sleep been reading Latin poetry, reading it expertly although my Latin is vestigial and the verse was abstruse. Into the middle of a long political ode, there suddenly obtruded this:

"Let me not to the marriage of my two minds  
Admit impediments."

The Latin was obliterated at once and only the urgent, lucid legend remained.

Upon this variant there hinged, I was convinced, a meaning so profound, so basic, and so necessary that I advanced in joy and confidence thinking "At last!" for in unburying Shakespeare's sage and secret message (I was surprised as I slept that no scholar had come on it before me) I had acquired—or was about to acquire—the specific for all ills, the rule for all behaviour, the method for resolving all dilemmas. But as I began to ascend from sleep, an academic prissiness commenced to grapple with the line, to twist it back into its ordinary shape, and some time before I woke, I restored the metre by dropping the "my" but still I could not accomplish the change from "two" to "true." The dream was so insistent that I could not be certain, until I had re-read the sonnet, that I had not, all these years, been reading the word wrong. In the unsheltered, banal daylight of my awakened mind, I was once again obliged to reconcile myself to the loss of omniscience.



But the garble, nevertheless, although it could not serve me in any useful way, was not without its accidental points of interest. I thought how safe it would be if the marriage of my two minds were a *fait accompli* and were therefore in a position to be threatened by impediments above which the contracting parties would rise with loyalty and courage. But I—and I can not think that I am unique or even unusual—was born divorced. Ever since they graduated from baby talk to sharp words, my two minds have been in steadfast dispute over the custody of their spawn of satellite minds; ceaselessly they argue such issues as country life versus city life, the east versus the west, society versus solitude; their clagues vary in number from day to day and no one ever wins.

With touching perseverance, Mind A for a great many years used to draw up programs of activities to occupy each hour of every day. It allotted a portion of time to physical exercise. Mind B loathes exercise and since it is, coincidentally, in charge of locomotion and coordination, it was able with the help of its partisans, always to sabotage this section of the agenda without half trying. Mind A allotted certain hours to the study of foreign languages. Mind B has eyes and ears for nothing but her native tongue. Mind A stated the times at which reading for pleasure was to be done and unpleasant tasks were to be performed. It dictated the hour of rising (an unheard of one) and the hour of going to bed and the hours of eating and those of seeing friends and it drew up a hard and various reading list embracing all fields of knowledge to which it appended a recommendation for the purchase of a microscope, a slide rule, a piano, knitting needles, verb wheels, a loom. For Mind A, discontented with a slovenly and ill-proportioned education, sought re-education which naïvely it confused with fulfillment. It imagined, poor bumpkin, that skills and erudition in equal amounts would, in combination, produce a successful life. But while it might have succeeded, if it had not been frustrated at every turn by the hypochondria and the inertia of its worst enemy, Mind B, in amassing a great body of information and even equipping me with a few minor crafts, it could not have brought about any radical change in my modes and patterns of thought and conduct. If, for the sake of argument, I take Mind B to represent the ability to perform, then it is evident that Mind A, representing ambition and operating by will alone, was doomed to failure from the start. Such military discipline, commendable as it is, could no more have revolutionized my nature than dyeing one's hair yellow can change the fact that it is and always will be black.

I have long since given up making those neat, pitiful schedules of things to be done. But the ancient, arrogant greed dies hard and I daresay I shall go to my grave ingenuously imagining, in one part of myself, that the time will come when I shall daily rise with the sun and improve each shining hour with sedulous applications to bicycle riding and French; when I shall come to an incontrovertible decision for the country or for the city and shall

settle down in one or the other without another moment of restlessness. The time when being good, generous, just, and infallible will be my quotidian condition. But for all practical purposes, Mind A has accepted the shortcomings of Mind B and while I can not look in this lifetime for a consummated union of the reformer and the performer, I can hope for a tempering of the acrimony and the sarcasm and the snobbery, and I think that this must be something like what is meant by being "at peace with oneself." Mind A, for example, knows—sorrowfully, scornfully—that all the hours of simply staring into space will never be filled by any substitute and is resigned to the fact. But on the other hand, Mind B knows that this fallow time will never be without distraction, that in the background there will always be a grumbling voice, muttering "slothful," "self-indulgent," "vacant."

The acceptance of oneself is double: one must accept the warriors and the warriors must accept each other. Such an acceptance or such an acknowledgment that the myth housed in the dream is unattainable is not an act but a part of the slow evolution of a personal idiom, a process that is at once an unfolding and a narrowing so that within the labyrinth of possibilities with which one is confronted at the beginning of life, one discovers finally an avenue that he can travel with the least hazard and the greatest reward, finding upon it the fewest detours into compromise, the most agreeable companions and the most hospitable lodgings, the handsomest prospects and the weather most auspicious to the growth and the fruition of love for the objects he selects to love.

This is a *selection* predicated on his acceptance of his idiosyncratic capacities and limitations; it is not an *election* based on duty or a sense of fitness or custom or vogue. For loving and lovable-ness, which proceed from and are not independent of each other, can not be willed or cerebrated into existence and to force oneself into a fake position of love for what one can not love, though one may tolerate it or at least be mannerly about it, is to court guilt and hence a tarnishing of self respect, hence self-hatred and self-abnegation. It is not possible to love someone who hates himself as it is not possible to accept someone who rejects himself.

If I say to my lover, "I am no good and I hate myself," I am in effect saying, "You are no good to love what is detestable." For love which at once ennoble and is ennobled, if it is not to be malformed and half-starved and short-lived, can be generated only in interior pride and esteem, in the tactful, honest respect of Mind A for Mind B out of which grows respect for Mind C. If he chose to consort with a wastrel or a fool, a liar or a hypocrite, what moral choice have I but to repudiate my lover? In refusing myself, I must refuse him; in killing myself, I willy-nilly murder the world. But conversely, in loving myself, the specimen I know most intimately, I can receive and love the bounty of my species.

In the initial raptures of love, when delirium obfuscates reason and the senses befuddle common sense, nothing seems so unimportant to us as our lover's imperfections. In our rosy, astigmatic, tipsy eyes, even (*Continued on page 242*)



# DIAMONDS— AMERICAN GOODS

Statistics are certainly statistical. A recent survey says, clinically: "The United States absorbs about 80% of the world's production of diamonds annually." *Absorbs*, it says. Only a statistic could think up a word like that for all the fire, the pleasure, and the pride, that that many diamonds represent. But the survey does prove that it's America that imports the most, sets the most, and sells the most diamonds. South Africa mines the most, Antwerp cuts the most; but New York is definitely the diamond trading centre of the world. Now that this country is the biggest diamond absorber (fact: the largest, finest stones everywhere in the world are set aside and labelled, poetically, "American Goods"), our craftsmanship in setting jewels has become as real and as renowned as our skill with machinery.

*Illustrated on these pages:* A sleet of diamonds, magnified four to five times to show their settings. Here, we show these pieces inside out, to show the inside story. The American idea is this: that the jewels should move with the rhythm of the body, should have an always-rippling flexibility, the ultimate in light refraction (that's glitter, my girl). Actually, the metal is hidden when the jewels are worn—all you see is the high voltage of the stones.

The whole marvellous intricacy of the jointed platinum works gives the icy jewels the melting quality of something knitted. And they fit to an arm, or to the column of a throat, with all the move-along-right-with-you quality of a sweater. All the blaze here is American: diamonds cut, polished, and set in America; by Harry Winston. He's got the goods.







# HIGH NOON IN YOUR LIFE

BY ERNESTA BARLOW

**I**t was during the war that I first realized a middle-aged woman could do anything—but absolutely anything. Age is no hindrance; only one thing stands in her way: the fear of attempting something she has never done before.

This great discovery came about through my war job. My assignment was to visit a different war plant each week, see what was made there, how it was made, and what tasks might be appropriate for women workers. Mobilization required women to replace millions of men inducted into the Armed Services. After inspecting a plant, I would prepare a fifteen-minute radio script which I gave, on Sunday mornings, over the NBC network. The program was supposed to be an aid in persuading women, from coast to coast, to march out their front doors and sign up for Uncle Sam. I know one woman at least who was inspired by the program, whose morale was boosted sky-high, and that was myself.

I was profoundly moved by the women war-workers because they were evidence of something I should always have known. I should have known the swift adaptability of my sex, woman's flexibility, her knack of learning quickly. I soon realized, too, that we had a great problem. We were practically indestructible. After a woman reaches the age of fifty apparently it is necessary to run over her with a tank in order to damage her. If the husband dies, the wife is left a lonely and unhappy widow (often, I may add, with a comfortable, if modest, income) to face the prospect of living alone with her mental and physical powers intact, well into the eighties or better. But, by the time the average married woman is fifty, she has in any case reached a crisis in her life. Every psychiatrist knows it, if she does not. The married woman is out of a full-time job. Her children are grown, married, or independent, and she is bereft of something that has sustained her during years of responsibility, fatigue, pain, boredom, mental anguish, or whatever difficulty came her way. Through everything, she knew the children needed her. Suddenly a mother realizes this is no longer so. The knowledge hurts.

This is the moment, at the high noon of our lives, to decide upon and dare to undertake something we may never have done before. The initiative to decide on what we will do, the drive to pursue it, are things no one can give us. If we lack them ourselves, we might just as well give up and spend our spare time looking in shop windows.

We do not call our new endeavour a "career." We are not so sententious. But no apology is required for doing something wholly on our own.

It is impossible for me to write on this subject without being personal. I am middle-aged, or on the far side of it, myself. I believe my own experience is like that of countless other women. Not to function has always seemed to me the most destructive of forces. Women need, as every human being needs, to feel at least the illusion of accomplishment.

One great handicap we must overcome. Through years of doing hundreds of unrelated tasks a day, we have lost the habit of concentrated work. We have allowed ourselves to become inured to that most devastating of all hindrances, interruption. Ever since the first baby gave its first *(Continued on page 235)*

## LEGS À LA NEIGE

There's a new colour for stockings—name of *neige*. And it's thriving in a spring climate where so many clothes are pale and interesting. This snow-cast shade is as neutral as Switzerland; is a fresh and frosty go-between for a pale hemline and a pale shoe. The colour, invented by Bryan, is shown in their powder-sheer, sandal-foot stocking. The sandal, *neige* too, is by Palter DeLiso, of Allied suède and kidskin; \$27. Both, at Bonwit Teller; Neiman-Marcus; L. S. Ayres. Stocking, at shops listed on page 237. The cool and glittering make-up is definitely a part of the pale and interesting picture—this, for instance. She wears a blached powder over a darker "Touch-and-Glow" foundation. "Silver" eye shadow over blue. And "Platinum" nail enamel (like bottled icicles) worn over red. The sparkling red of her lips is "Bravo." All the make-up here is by Revlon.

RUTLEDGE











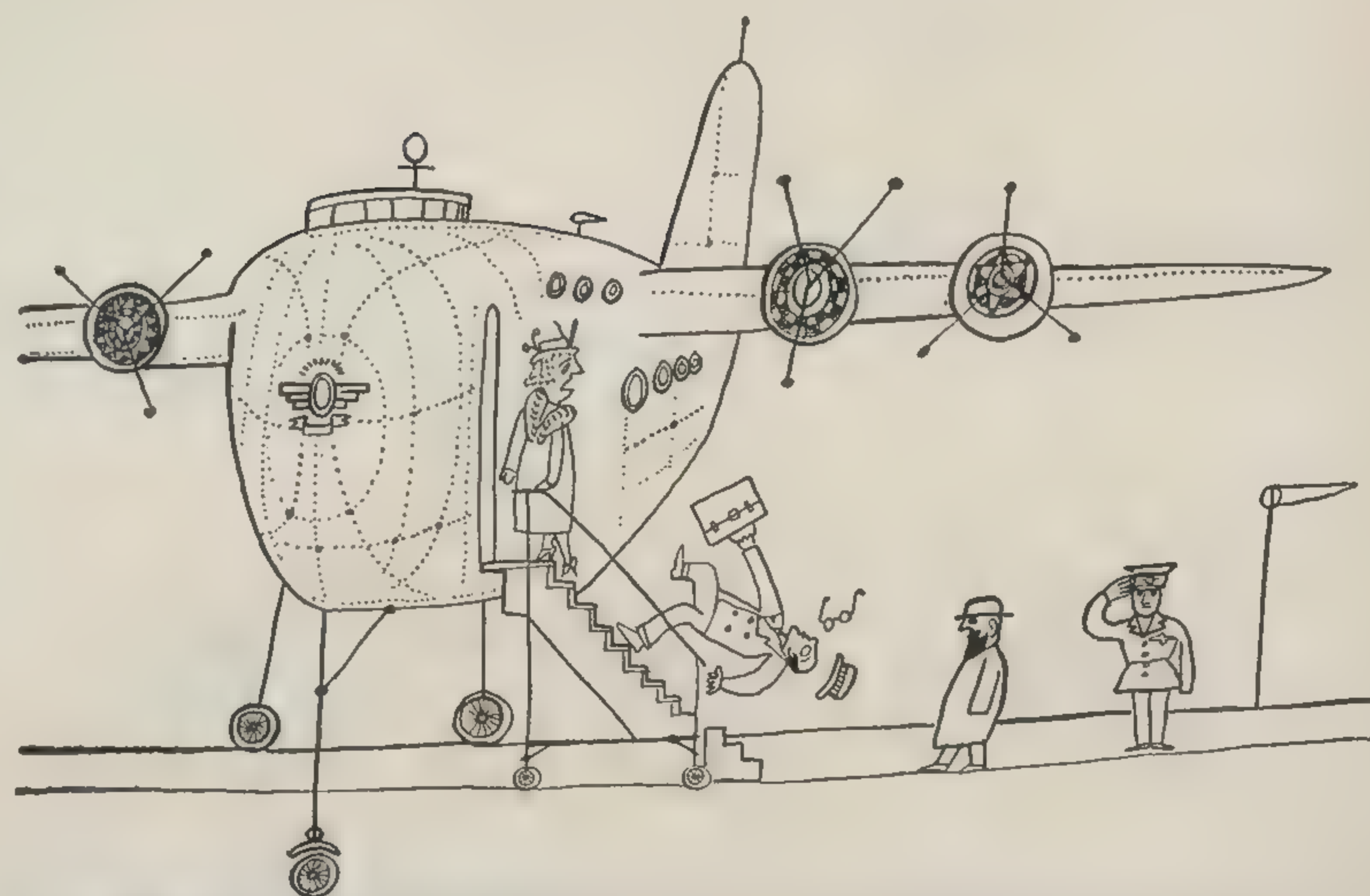
# LIVING DANGEROUSLY. Drawings by Saul Steinberg

Steinberg's work is now on exhibition at the Betty Parsons and the Sidney Janis galleries. Recently, the Metropolitan Museum of Art bought Steinberg's eleven-panel series of drawings, called "Parade."

Verses by Ogden Nash



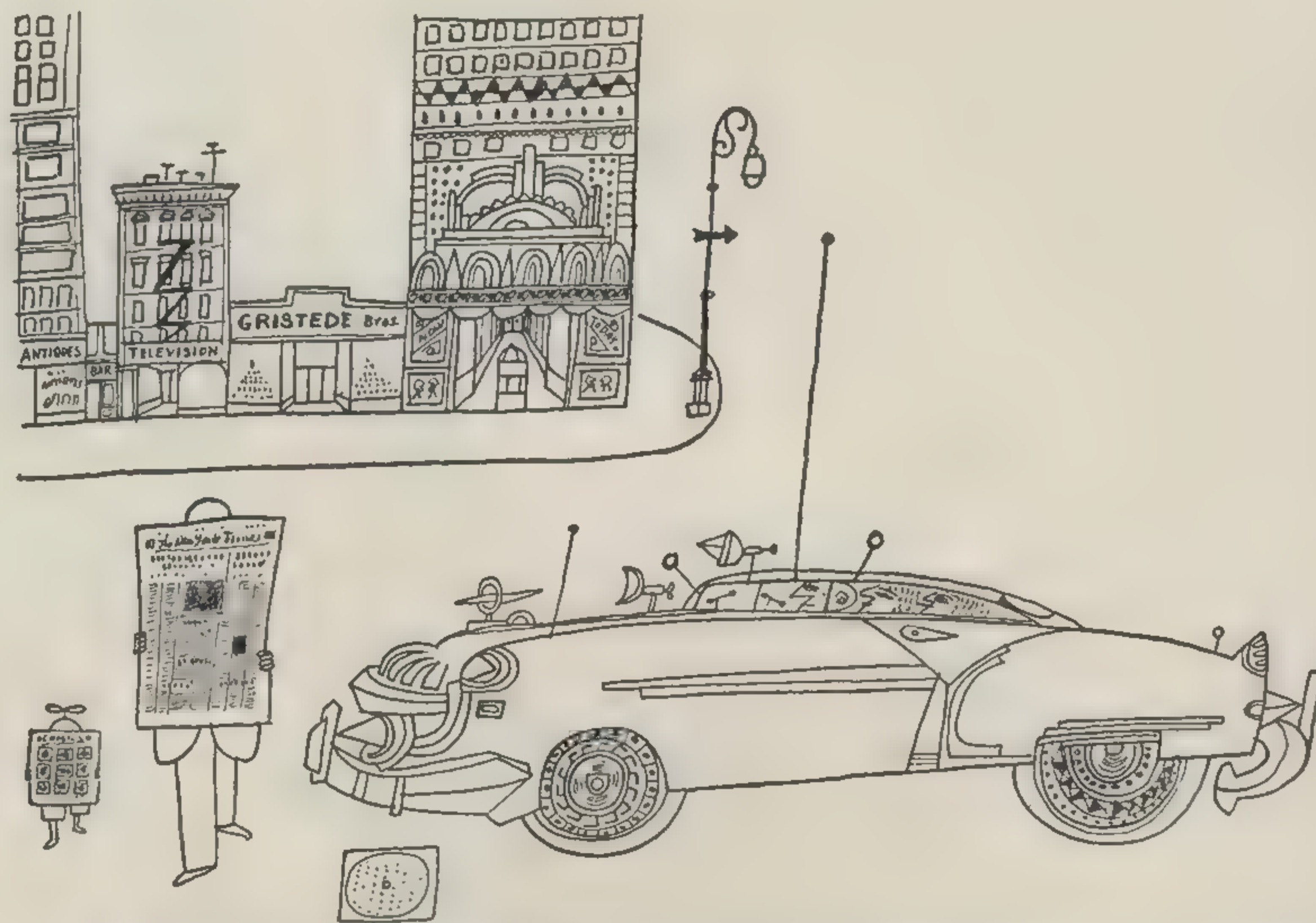
In addition to beauty and utility  
The genuine mobile has mobility.  
You know it's art when assorted metals  
Caress your brow like falling petals.



This plane, the advertisements assured us,  
Has four engines, two pilots, and a stewardess.  
One other fact, which they didn't stoop to it,  
You climb the cellar steps to get up to it.



Here we behold an unusual sight,  
The making of a widower,  
Yet turning her loose in a modern room  
Is the only thing he did to her.



People on wheels hate people on feet,  
It takes two to make a one-way street,  
Traffic commissions plan and study,  
And nearly every is a body.







The creative brains of Hollywood, although sometimes paid miserable salaries that only slightly surpass that of the President of the United States, are naturally less known than the conveyor belt of beauties or the financial gentry in the front office. None of these creative workers has an office like an eighteenth-century library. They work with lights and cameras, sit gloved at film-cutting machines, check their scores at upright pianos, evolve magnetic sound recorders, or merge half a dozen talents on film.

If they have such menial work to do as accepting Academy Awards, in scenes awash with publicity and white fox, they act humble, worn, and a little as though they were bringing water to elephants. For the most part, they ignore the social groups in Hollywood, the caste system of stars and writers. Instead, this aristocracy of brains talks to one another, patronizing both the actors and the rich men of the front office, much like a research professor explaining to an interviewer. Even on the studio lots, the creative ones such as Loren L. Ryder, head of Paramount's sound department—and an Academy Award winner—are practically unknown to most of the other employees, any one of whom can tell the idiosyncrasies of Bing Crosby's conversation, his slow "Hiya?" and the lax wave of a hand carrying the sparkle of his dialogue. If the creative brains of Hollywood ever gain the full public ascendancy, such people as George Stevens, Leon Shamroy, Barbara McLean, and Robert Cannon will have, instead of just their names on film credits, the same status in the world of creation as Guthrie McClintic, the director, Edward Steichen, the photographer, Maxwell Perkins, the late editor, and Peter Arno, the cartoonist.

George Stevens, whose rather noble face looks as though it had been carved on a mountain, has this almost too simple explanation of his rôle as producer-director at Paramount. He sees that his movies, *A Place in the Sun* and the new unreleased western, *Shane*, rest on the triple strength (Continued on page 185)

*Opposite:*

**THE DIRECTOR OF  
"A PLACE IN THE SUN,"**

George Stevens—on the screen, Elizabeth Taylor.

**THE COLOUR PHOTOGRAPHER  
OF "DAVID AND BATHSHEBA,"**

Leon Shamroy.

# 13

## OF HOLLYWOOD'S CREATIVE BRAINS

BY ALLENE TALMEY

Photographs by JEAN HOWARD











**THE COMPOSER OF THE MUSIC FOR "THE SNIPER,"**  
George Antheil.



**PHOTOGRAPHERS OF "BEAVER VALLEY,"**  
Alfred and Elma Milotte.

of character, realism, and camera angles. Unlike such other great directors as Elia Kazan, Joseph Mankiewicz, and John Huston, Stevens began as a cameraman, now plans every camera shot, allowing the cameraman only the plotting of the light. In the same way, he develops situation through character, trying to prevent his cast from adding gestures that could not possibly be true except in another movie.

To his admirers, Stevens' greatest contribution is that he makes little beauties act. They can not sit back on their beauty, their reputations, and their contracts. They can not bull him with little scraping tricks. Gently, as though they were calves, he leads them by their pretty noses up the acting path. When they balk, he gives them a touch of the whip. During the filming of *A Place in the Sun*, Shelley Winters, now in line for an Oscar for her work in this movie, grew rebellious at one scene and said, fatally, "I don't feel this line." (Before this movie, neither Miss Winters nor Elizabeth Taylor had ever been accused of acting.) Since practically nothing infuriates this knowledgeable man like that aged line, Stevens told Miss Winters that the greatest acting he had ever seen on the screen was that of Rin Tin Tin, Rex, and seven-year-old Shirley Temple. He added that in a certain scene, Rex, that magnificent stallion, had been induced to reveal profound love for a distant mare by an off-side bucket of oats. (Continued on following page)

*Opposite:* **SOUND-RECORDING DEVELOPER,**  
Loren L. Ryder.



**FILM EDITOR OF "ALL ABOUT EVE,"**  
Barbara McLean.





**THE PHOTOGRAPHER OF  
"A STREETCAR NAMED DESIRE,"**  
Harry Stradling.

As Leon Shamroy moved around recently on the set of *The Girl Next Door*, the new Twentieth Century-Fox Technicolor movie, he showed apparent boredom. Tired, a little brusque, this friendly, stocky man could easily have been mistaken by a visitor for an actor playing a great cameraman, helped to the illusion by a large cigar and a view finder in his hand. Actually, he is a great cameraman, winner of three Academy Awards for *The Black Swan*, *Wilson*, and *Leave Her to Heaven*, and now mentioned for another award for his work on *David and Bathsheba*.

Like Robert Surtees, Alfred Gilks, William Mellor, and Harry Stradling, Shamroy works in both colour and black and white, is the pet of certain directors who quite naturally feel that they owe much to the richness of the photography, the inventive eye of such men. In addition, most of these cameramen make between \$50,000 and \$65,000 a year, a sum less than the stars but more than some featured players.

Loren L. Ryder, chief of Paramount's sound department, looks rather like a bank vice-president, a little dry, a little dapper, a little formal in a world of open collars, of technical men who often carry on their faces, like (Continued on page 234)



**THE COMPOSER OF THE MUSIC  
FOR "DEATH OF A SALESMAN,"** Alex North.

*Opposite: FOUR OF THE MEN WHO MADE  
"GERALD McBOING-BOING" AND "THE OOMPAHS."*  
Stephen Bosustow, T. Hee, Robert Cannon, and Ray Sherman.







# AN AMERICAN IN FASHION

## SPRING 1952

The woman who manages to look like spring a minute before the trees do—how will she do it, this spring? Like this:

She'll give her clothes a fresh new complexion—a pale and interesting coat

(tweedy wheat tweed, lacy sky-blue wool, pure white pure cashmere) over dark woollens now;

and later, when it's warmer, pale suits in colours that once were confined to dresses—

aquamarine, Bénédictine so pale it's practically topaz, a new grey that's a cross between mauve and blue.

(For the stockings and make-up for these colours, turn back to page 178.)

She'll pick her suit because it has a middy line; the look of a dress, or an easy, breezy, boxy jacket;

and her coat can be any of these—fitted, a bathrobe, or as slim and straight as a pound of candles.

She'll have a highly imaginative hat—a toque in the new striped straw,

or a toast straw sailor, topping off a plain-coloured town suit; a fir green flannel beret worn

with a grey flannel skirt, a shirt of fir green linen, a white leather jacket

and turquoise jewels; or, with a wheat coat like the coat opposite, a big sailor of black silk organdie,

set on to the side and back, like a flying disc arrested in mid-air.

She'll have a swing in her skirt and a new, lower stance to her town shoe—not only because the gore and the pleat

and the Flamenco heel are the fashion, but because a look that's never

been equalled is the look of a woman stepping snappily along the avenue on a fine spring day.

She'll pick her prints in colours that reflect the fur of her coat, and when it's warmer she'll wear them under

the newest of all spring slip covers—the white town coat, beautifully cut

in beautifully textured silk. At night, she'll wear other silk coats over the softest, prettiest short evening dresses,

of tulle, organdie, or chiffon.

Still more clues to the American in fashion this spring:

Her coiffure—hair cut fairly short, waved lightly away from the face, unparted, sometimes striped with silvery grey.

The plastron she wears with her spencer jacket—a frilled white linen blouse, a big, stiff taffeta bow.

The astronomical number of beads in her necklace—with a short geranium tulle

dinner dress and icy earrings, for instance, as many as a dozen strands of chalky white beads.

The new fillips she gives basic fashions—a collar and cuffs of beige feathers sewn onto her grey cashmere sweater;

a simple black restaurant dress wound with a foot-wide cummerbund of Roman silk.

### AMERICA'S SPRING COAT:

## PALE AND

## INTERESTING

*Opposite:* Wheat wool tweed with the easy feeling and easy figure of a bathrobe, a coat that wraps closely or hangs loosely with equal style, that can carry off a good-sized hat—

here, a black silk organdie sailor set on to the side and back, like a flying disc stopped in mid-air.

Coat by Ben Zuckerman in British woollen. This and the Wear-Right gloves, at Bergdorf Goodman. Coat only: Marshall Field; Neiman-Marcus.

The hat: Irene of New York. Schlumberger jewels. The bright-and-interesting lipstick is Elizabeth Arden's "Paradise Pink"; her "My Love" perfume is a fresh spring scent.

HORST













**PALE AND INTERESTING:** that's the new complexion of the town coat, suit, dress. The rule to remember: the paleness must not be pretty-pretty; must be perfectly tailored, under absolute control, as are all three costumes here.

*Above:* From a collection of many pale day costumes, this Trigrère dress of lightweight blond wool, two-piece, the top a short and beautifully shaped middy.

About \$155. Henri Bendel; Thalhimers. The jewellery, by David Webb.

*Right:* A suit that Hattie Carnegie would have done last spring in grey flannel; that she does, this spring, in a heavenly aquamarine blue wool with a sapphire velvet collar. \$285. The coming-in hat (see January Vogue)—a toast beret—also by Carnegie.

*Facing page:* What's happened to the navy-blue spring coat—it's sky-blue, and a lovely, lacy, loopy mixture of wool and rabbit's-hair. By Seymour Fox, in Stroock fabric. About \$175.

The coat, pigskin gloves and Koret bag, all at De Pinna. Coat only: Garfinckel's; Bonwit Teller, Philadelphia. The hat: Mr. John's new flying disc, in Panama straw. Jewels, by Schlumberger.

*Everything:* its paleness made more interesting with "Tangerine" lipstick and "Sheer Beauty" make-up, both by Lenthéric.

HORST







**B**alenciaga's famous oyster white winter coat—that's what did it. That's what gave the smart American woman an idea of how new and right she'd look in town this spring in white. If you've had the same idea: wear your new white coat over blue, over blond, over Bénédicte, over grey—or over a dress in one of the new precisely patterned prints.

*Facing page:* For late spring, or for cities where spring arrives fast and in full force, an oyster white coat in the new slubbed silk, ever so faintly fitted in front. About \$335.

The coat, the rough straw sailor, the jewellery, and the bag of Bénédicte-coloured leather—all, Hattie Carnegie. (Obviously the perfume for all this is Carnegie's "Carte Blanche.")

Coat only: The Dayton Co.; I. Magnin.

Scarf by Echo, \$5; gloves by Gant Madeleine, \$5.50; all, Best's.

*Right:* The white spring coat made doubly smart—made of the pure luxury of pure Stroock cashmere. Three-quarter; the last quarter is any straight skirt.

By Originala. About \$195. The coat and the Castlemark clip and earrings, all at Bonwit Teller. Coat also at The Dayton Co.; Frost Bros.

The cotton neckerchief, by Barra.

*Both coats:* Featured in the March of Dimes Fashion Show, sponsored by the New York Dress Institute, on January 29.



AN AMERICAN IN FASHION WITH

## THE WHITE COAT IN TOWN







**T**hat she will wear a suit is certain (this fashion is always in fashion so far as the American woman is concerned). That the suit will be along one of these lines is just as sure.

*This page:* If it's fitted, it will be—closer to a dress than last spring's suit, the fit as smooth as, the shoulders as slight as, the décolletage as deep as (and this left unfilled). The fabric here: grey sharkskin, a British woollen. Suit and hat, both at Saks Fifth Avenue. Suit only: Jordan Marsh; Holt, Renfrew of Canada.

*Facing page:* The box-jacket suit, as an American in fashion will choose it—the box, easy and relaxed, with a faraway collar; tailored in a fairly unusual fabric. Here, a jacket of the new slubbed silk in two tones of grey, a black wool skirt, a black silk taffeta blouse.

Costume and hat, both at Henri Bendel.

Costume only: Himelhoch's; J. W. Robinson.

*Everything described:* designed by Christian Dior—New York.

AN AMERICAN IN FASHION:

## HER THIS-SPRING'S SUIT









**"C**oming in—prints under furs. Not just any print dug up from any spring, but a neat, two-toned print, its colour reflecting the fur's." That's what Vogue said in the January issue; now then, these three fur-and-print costumes for Americans in fashion.

*Facing page:* Silk surah dress printed to look like brocade in two tones of blond mink, about \$110; by Adele Simpson. The made-to-order coat of Umpa ranch mink, \$6,200 plus tax. Both, Bergdorf Goodman. Dress only, Himelhoch's; Joseph Magnin.

*Right:* Silk suit printed in seal black, bronze, and blond, \$85; by Mollie Parnis. Best's. The black Alaska sealskin jacket bordered with black wool, \$1,550, tax included; Maximilian.

*Below:* Black-and-white herringbone silk suit, \$90; by Eisenberg. Bonwit Teller. The white fur jacket—processed Hollander South American baby lamb; made to order by Fredrica. The toque, by Lilly Daché.



FRANCES MCLAUGHLIN

AN AMERICAN IN FASHION:

**HER PRINT DRESS—  
FUR-COLOURED;  
UNDER FUR**





**T**he difference between this spring's spencer jacket and last autumn's: the plus of a plastron look.

Whether it's a bow, a blouse, or a frill that creates this plastron effect, its fabric should be crisp, its colour fresh.

*Facing page:* Spencer and skirt in a navy-blue-and-white British woollen (worsted and cotton); the blouse, frilled white linen. By Nettie Rosenstein, \$250. Gunther Jaeckel; Hutzler's; Thalhimers; I. Magnin. Shoes, by DeLiso Debs, \$17; Jay Thorpe. Jewels by David Webb.

*Left:* The spencer, navy-blue worsted; the dress—the same, with a bow-tied bodice of navy-blue-and-white checked taffeta. By Larry Aldrich, \$95.

Best's; Garfinckel's. Hat, by Lilly Daché.

*Below:* Spencer and skirt in sheer black wool with borders of black silk barathea; the gilet, white linen. By Maurice Rentner, \$295. Saks Fifth Avenue. The hat is from Irene of New York.

FOR AMERICANS IN FASHION:

# THE SPENCER + THE PLASTRON



FRANCES MCLAUGHLIN







**T**he shape of the spring coat?

These three shapes—that's for sure. Others for sure: the bathrobe coat (see page 189), the pale coat (page 190), the white coat for town (pages 192-193).

*Facing page:* The mandarin coat, in checked navy-blue and white tweed, with navy-blue braid borders and a red taffeta lining. By Ben Gershel, in Forstmann fabric, about \$145. Lord & Taylor; Hudson's; I. Magnin. Hat, by Mr. John. Bag, by Thea. Gloves, by Wear-Right—\$4.50, at Lord & Taylor.

*Directly right:* The reversible coat—hardy, salty, peppery, flaky Italian tweed on one side, and sumptuously heavy grey silk on the other, this to match the accompanying suit. By Willi; about \$235 complete. Russeks; The Broadway. Hat, by Lilly Daché.

*Below:* The fitted coat that fits a suit—the fuller sleeve turns the trick. By Ben Zuckerman, in grey worsted. Coat and hat, both at Henri Bendel.



FOR AMERICANS IN FASHION:

## NEW CUTS IN COATS

FRANCES MCLAUGHLIN

VOGUE, FEBRUARY 1, 1952

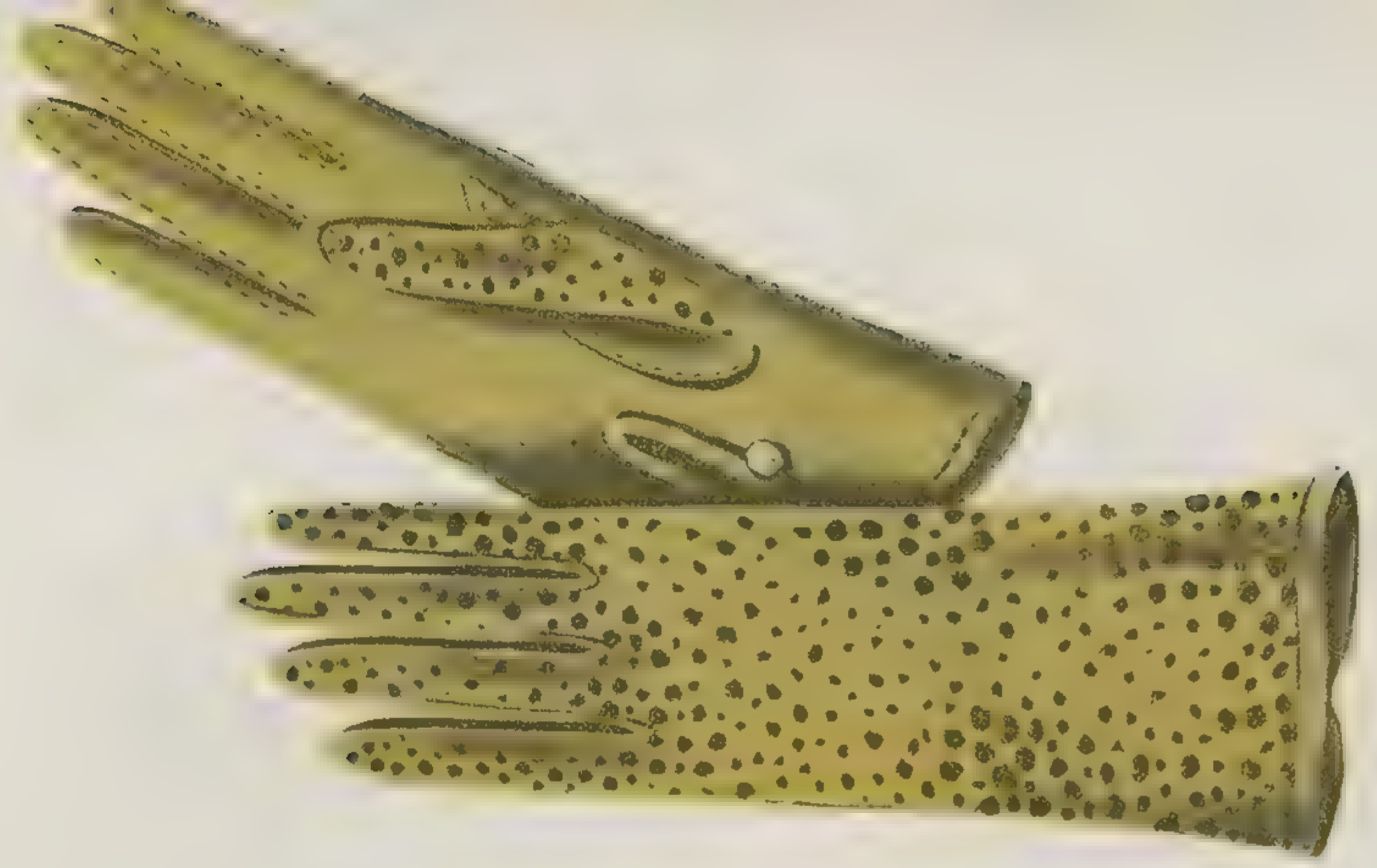












1

## CONTINUING IN FASHION: BÉNÉDICTINE

Taking up where we left off in January Vogue: here's Bénédicte, that warm new blending of brown and beige, in its other rôle—as an accessory to, instead of the basis of, a spring costume. Our findings: it's best worn with grey, blond, oyster, white, black, or navy blue; it's best, when it comes to bags and shoes, in a smooth leather—leather that can be polished till it glows like brandy in the light.

*Facing page:* The topmost shoe, in calfskin, \$17. By DeLiso Debs. Jay Thorpe; Famous-Barr. The secondmost shoe, a medium-heeled moccasin, in Donovan's Bénédicte leather, \$23. Saks Fifth. The bag, \$19\*. By Lennox. Saks Fifth; Harzfeld's. The French suède gloves, eight buttons long, \$16.50. By Roger Faré. Saks Fifth.

The pin, aglitter with Bénédicte and white-wine stones, \$13\*. By Kramer. Saks Fifth.

The necklace of glass beads, in the same sparkly colours as the pin, \$5\*. By Coro. Saks Fifth.

*This page:* **1.** To carry a Bénédicte bag, short gloves of yellow capeskin beauty-spotted with black. By Canari-Milan, at Mark Cross.

**2.** Country-house shoes in soft Belgian leather, smart as paint with grey flannel slacks, \$10. By Jantzen.

**3.** Bénédicte nylon stockings—so called because their glowing beige complements every shoe of that colour. 60 gauge-15 denier stockings, \$1.75. By Archer.

**4.** Cuffed cotton gloves, \$3. By Wear-Right. Saks Fifth.

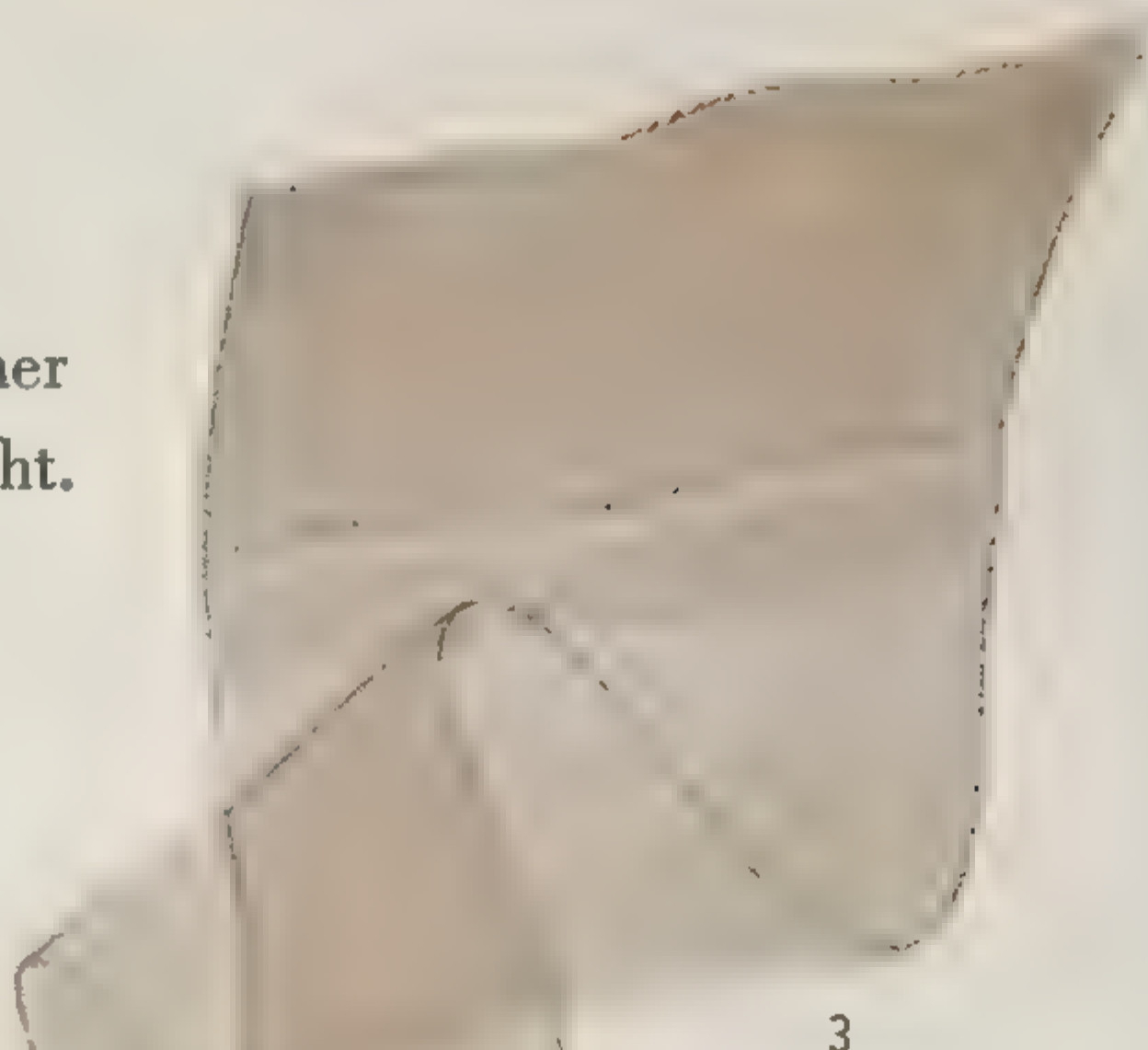
**5.** Beautifully made moccasins in leather by Donovan, grained softly like Scotch calf, \$10. At Red Cross.

**6.** Leather gloves—love letter written on one hand, the reply on the other. By Canari-Milan, at Mark Cross.

\*PLUS TAX



2



3



4



5



6

DesCartes









## P EOPLE ARE TALKING ABOUT . . .

PEOPLE ARE TALKING ABOUT . . . Eisenhower's fiscal nutshell: "If solvency and security are not synonymous, they are so closely related that the difference, if any, is scarcely discernible." . . . Canasta evenings losing their cosy informality and reverting to just another form of big, angry dinner party. . . . "Cool Jazz" and its practitioners. . . . The gory complications of the new Japanese film, *Rasho-Mon*, full of extraordinary photography. . . . *Pal Joey*, revived in greater and funnier style than the original.

PEOPLE ARE TALKING ABOUT . . . The new U. S. Ambassador in Moscow, George Kennan, America's great expert on the Soviet mentality. . . . The number of minked and diamonded women who wander down the aisles at intermission on opening nights to look over the celebrities, examining closely such notables as the Duchess of Windsor and Mrs. Tyrone Power—as though they were horses in the paddock. . . . *Rules of Golf*, the first internationally recognized rule book in over five hundred years of golf, banishing the stymie. . . . The Oliviers in *Caesar and Cleopatra* and *Antony and Cleopatra*: keyed down, because Olivier's Caesar is too shuffling a conqueror, too tired to glitter with Shavian wit; because with few exceptions the musically-voiced Oliviers tend to toss into the Nile the vibrancy of Shakespeare's words.

PEOPLE ARE TALKING ABOUT . . . The pleasure of reading again, after several months' absence, the political columns of Walter Lippmann, who writes as though international situations were sculpture and he were walking critically around it. . . . The lump-in-the-throat humour of the movie, *Miracle in Milan*. . . . *Amahl and the Night Visitors*, the new tender Gian-Carlo Menotti opera, the first ever designed for TV which it fits superbly, mainly because Menotti's librettos and music are firmly and eminently married like such great theatrical couples as the Lunts and the Oliviers. . . . The urgent rise of General Alfred Gruenther's importance in NATO; this brilliant strategist, in 1931, came down from West Point every night to referee the Challenge Match of 150 rubbers of bridge between Ely Culbertson's team and that of Sidney Lenz, watched by the public and reported fully by the newspapers. . . . Dr. Arnold A. Hutschnecker, a medical man, not a psychiatrist, who has written an absorbing new book, *The Will to Live*, a discussion of the effect of the mind on the body, explaining how we perpetrate emotional blackmail on ourselves and others. . . . The Metropolitan Opera's new production of *Così Fan Tutte*, a Mozartian bubble directed with such enormous style by Alfred Lunt that the newspapers reported it on the front page, which led that notable actor to say, "I awoke the next morning to find myself famous."

### AMERICANS WILL NEVER STOP TALKING ABOUT: THE OLD RITZ

*Opposite:* We couldn't go to press without one last picture of the old Ritz—this was the Oval Room, just before it disappeared entirely. Its final decoration was this dancer in a white shadow-striped dress of nylon borne on crinolines and bound through the waist with red silk taffeta. By Ceil Chapman, the nylon permanently fluted by Gehring. \$125. Bergdorf Goodman; Strawbridge & Clothier; Frost Bros. Her perfume, very likely Evyan's "White Shoulders."





KERTÉSZ

SHAKER FARM TABLE, WINDSOR CHAIRS, WOODEN EAGLES—ALL ABOUT 1800



# WINTERTHUR

Once the Henry du Pont  
country house in Delaware, now  
a great museum of Americana.

BY MILLICENT FENWICK



Winterthur has always been an extraordinary place—a huge, incredible house set in beautiful farm land just outside Wilmington, in Delaware. The stock phrases of every guest were “unique,” “fabulous,” “fascinating,” and, above all, “just like a museum!” Its final triumph, now that it has become “The Henry Francis du Pont Winterthur Museum,” is that it is not like a museum at all.

Outwardly, the house has not changed since 1928—although in its first hundred years as a family house it was twisted around, floor added to floor, with as much apparent abandon as a child’s sand castle. Rising in eight different levels, in the midst of still taller heavy-branching trees, the house is a vast, shapeless shell of cream-coloured stucco—a shell that has been moulded into a new shape over and over again for the rooms that lie inside it, honeycombed with staircases, threaded with narrow passages, and opening out into broad square halls. It has no museum-like plan, no exactness, no cords or signs or showcases, no museum-chill. It is, in fact, just as it was a year ago when the family still lived there and had big week-end parties, when the curtains were drawn and the fires were lighted and guests went in to dinner through the shadowy halls and the candlelit rooms. The extraordinary thing about Winterthur is that it keeps as a museum all the quality it had as a house. It was, as everyone said, unique, and it still is. It was, and is, the most magnificent collection of Americana in the world—a monument of taste and erudition. But the thread it all hangs on, the element of fire that gives it life, is that it was made by one man, who loved it, who had a passion for his job of collecting and museum-making, and who has now given it to the public. *(Continued on following page)*

TULIP TREES SHADOW THE GARDEN



## WINTERTHUR *continued*



EMBROIDERIES BY THE WOMEN  
OF THE WILLIAM PENN FAMILY.

*Below:* THE GOLDEN-YELLOW  
PORT ROYAL DRAWING ROOM.



HAANEL CASSIDY

Mr. Henry Francis du Pont started collecting Americana in 1923 and since then has chosen every object and planned each of the rooms—and there are about a hundred—that now make up the museum. Every period of decoration is there, from 1640 to 1840, from New England to the Carolinas, in detail that is almost remorselessly complete. In a seventeenth-century room, for example, one opens a seventeenth-century door with a seventeenth-century handle, walks on a seventeenth-century carpet or floor, looks at seventeenth-century woodwork, furniture, textiles, and ornaments—not all necessarily made in America but all of a kind that are known to have been used by seventeenth-century Americans. Toys, eyeglasses, buttons, and kitchen utensils

are all of the period, and one sees them all either by daylight or by the light of candles ingeniously wired and with tiny bulbs. The cumulative effect of such completeness is uncanny. There is a ghostly suggestion of people, in these remains of Americans long since dead. In a child's small bedroom, the pair of slippers by the bed makes the toys look more real; these are neatly ranged by the wall, but they look as though they had been left the evening before by a tidy little boy.

The early rooms are the most touching, because they mirror so exactly the hardships of the early days when life was violently insecure. Wooden spoons and scoops and sieves, painfully carved, show how scarce metals were; the floors are almost (*Continued on page 236*)







KERTÉSZ

**MAGNIFICENT PHILADELPHIA CHIPPENDALE OF ABOUT 1770;  
PEACH-COLOURED DAMASK HANGINGS AND UPHOLSTERY. COPLEY'S SELF-PORTRAIT.**

*Left:* **SIX PAUL REVERE TANKARDS.  
PAINTING BY BENJAMIN WEST OF  
THE PEACE CONFERENCE OF 1783.**



# WHAT CAN YOUR CLOTHES **\$ \$**



**\$2** FOR A FELT BERET

**\$17** FOR A SHORT  
FITTED FLEECE JACKET

**\$13** FOR A FULL SKIRT IN FLANNEL

**\$2** FOR WHITE  
COTTON GLOVES



## BUY IN AMERICA?

Here's one American with one answer. She spent \$65 to be clothed from head to foot and all the way in fashion. Her fortune happens to be her taste. She knows about putting her money on a coming fashion-shape rather than on a going-out one—here's the newest, a short, fitted, fleece jacket over a full skirt. She knows the value of grey in fashion—she doubles the value, with two greys worn together. She knows about shoulders—note her choice, a shoulder seamed to smooth, rather than to square. (A set-in sleeve can doom an inexpensive suit.)

**\$8** FOR BLACK CALF  
OPERA PUMPS

**\$3** FOR  
A LUGGAGE-SHAPED BAG

She knows that the price of a little hat is the great American mystery; she chose brown fur felt for accent-reasons.

She knows that smart gloves are short this spring; hers (\$2) leave arm-space for gilt bracelets (\$3.50). For pins in pairs, pins of gilt bullion, she paid \$8; for big, fake pearl earrings, \$1; for a belt that pulls everything together, \$1. For a dark grey cotton T-shirt—for when the jacket's off—\$2.

She values a plain shape in a bag and in shoes; a clear Rhine wine colour in stockings (\$1.25).

She added \$2.50 altogether for Federal taxes and spent a total of \$65, all at Bloomingdale's. The rest she did with mirrors—the right hem-length, the sure fit, the brush and polish.



# THE NEW AMERICAN RIDING HABIT

We're campaigning here. We've decided that the American woman driver is under arrest even before her car is out of the garage—arrested, practically handcuffed, by the clothes she wears to drive in. More than 15,000,000 cars on the road are driven by women wearing clothes that either drag on the upholstery, fight the wheel, or make parking a car a day's work. So we're campaigning. We think driving clothes are best when they follow the principles of the classic riding habit—when, by means of close fit and high armholes, there is possible great freedom of movement, with no looseness to bind and tangle and tighten in the wrong places. Here are three new American riding habits—habits we hope will become exactly that. And photographed with them, three brand-new cars that will make carpets out of roads.

*Below:* A new riding habit photographed beside a 1952 Ford (it's a Ford Victoria, new inside and out *and* under its handsome hood). The coat, short; its arms flexible because they fit. By Bellociano, of cinnamon Collins & Aikman wool, \$125\*. Bonwit Teller. *Right:* She gets around handsomely in Oldsmobile's latest, the 98 "Holiday"; in a riding habit with narrow sleeves, a jacket that won't swivel, a skirt that won't trail on the car floor. Her riding habit: made of mustard-coloured British wool, \$125\*. Best's. *Below, right:* For driving to Sunday lunch, a two-piece silk surah dress in cocoa and white, the top (\$13\*) buttoned to an easy skirt (\$18\*). From Best's. Her car, a sample of what a joy a convertible Cadillac is. \*All prices approximate. Clothes also: Hudson's; Woodward & Lothrop; I. Magnin.



The 1952 Ford Victoria





The 1952 Oldsmobile "Holiday"



The 1952 Cadillac convertible



NORMAN PARKINSON





1



2



3



4



5



11



12



13



14



15



18



19



20



21



22

DRAWINGS BY BENITO



23



24





6



7



8



9



10



16



17

## VOGUE PATTERNS— AN AMERICAN HABIT

Vogue Patterns are, today, an established American habit—for more than 600 good reasons.

Two dozen of those reasons are shown here: they include every important fashion classification from evening dress to *négligé*, every important fashion point

from the box-jacket suit to the one-piece bathing sheath.

Remember when the New Look exploded; when, last autumn, the full skirt, the fitted coat re-appeared?

Vogue Patterns took on a New Look, a full skirt, a fitted coat, as soon as the silhouette did.

All this, part of Vogue's continuing scheme (begun in 1899)

to synchronize the fashion of the moment with the pattern of the moment, to do it with the perfection of detail that a knowing dressmaker demands.

No need to worry that a standing collar won't stand, or a draped skirt refuse to drape—not with a Vogue Pattern. It's all been worked out in experimental muslin—

tried on both live models and dummies, checked x times by x persons to make sure that all mistakes are corrected before the design ever reaches the cutting board. After the cutting, more checking.

One sample of the accuracy involved: every piece of every pattern is individually measured against a master pattern before it is sealed into the pattern envelope. What is the master pattern measured by?

By Bureau of Standards sizing statistics, which means that Vogue Pattern sizes never vary.

This painstaking, many-phased process is behind every Vogue Pattern, whether it's "Easy-to-Make," or one of the great Vogue Couturier designs, or a Vogue Paris Original Model (an exclusive line-by-line reproduction of a French couturier success).

It's the reason for the special look, the special fit, that have made Vogue Patterns an American habit.

For descriptions of individual patterns, sizes, yardages, and prices, see pages 228-229.





The American sweater is all lengths—to the waist, to the knees. It's grown in fashion to a level where it can be the smartest turn-out anywhere—in town, in the country, even at the spur-of-the-moment evening party. And so far, nothing has surpassed the way the knitted dress travels.

**1.** Never better than this—the sweater idea, the sweater making a whole, wonderful dress. Hattie Carnegie makes it of tweedy navy-blue and white wool, just the right dress for the tennis matches or for an easy evening. Dress, \$195. White bouclé cardigan, \$90. Both at Hattie Carnegie.

**2.** For an American en route, or shopping in the city, a knitted Bénédictine wool suit, ribbed in white. It's by Hollywood Knitting Mills, \$45. From The Tailored Woman.

**3.** How pretty can the sweater idea be? This pretty—this dress knitted of sky-blue linen thread, with a delicate late-day neckline. By Nettie Rosenstein, \$225. Bonwit Teller.

**4.** For a country week end; for summer evenings, a white wool jacket, the scarf attached, wrapped. By Barbara Carol, \$25; Altman. Jewels and cigarette case, Cartier.

**5.** Black knitted sheath of wool chenille; a cardigan to match. Together, they begin a city afternoon; go on into a little evening. By Bermuda Knitwear, \$50. From Rosette Pennington. We've added a shirred silk scarf—white.

**6.** The equivalent of the little black dress—it's white, it's knitted, it's knockout. By Traina-Norell, who helped make the sweater an important dress. \$195. Henri Bendel.

*All gloves, both pages, are white. All are by Alexette.*



THE AMERICAN SWEATER IDEA—NEVER BETTER



HORSI

4



5

6







## AMERICAN SYSTEM:

## FIGURES MADE HERE

These corsets can't do it all; but they are influential moulders of public opinion about your figure. Light little nothings, to hold in your hand; still light, but *something*, when worn, moulding you into the definite outline of yourself. These two are part of a collection of Americana—ready-to-wear corsets that range, handily, from \$3 to \$100; that we can buy almost as easily as a toothbrush or an ice-cream soda—and that are partly responsible for the legendary “good American figure.” Most of us *have* good figures; if we aren't born that way, we diet. But diet can't do it all, either. These shapers, plus diet, can—almost always. (Write for Vogue's “Skim Milk” diet booklet—it's 10c—420 Lexington Avenue, New York.)

*Left:* A new shape via separates. Nemo's black rayon satin and Lastex rib-high “Hug-Me-Tite” girdle, with nylon power net panels, Talon closing, about \$17. Lord & Taylor. The black strapless Maidenform bra of nylon, \$5. Best's. Brassière and girdle, also at The Broadway.

*Opposite page:* All-in-one by Lily of France; rayon satin woven with Lastex, and combined with Du Pont nylon power net and nylon marquisette, about \$30. At Saks Fifth Avenue.





NORMAN PARKINSON

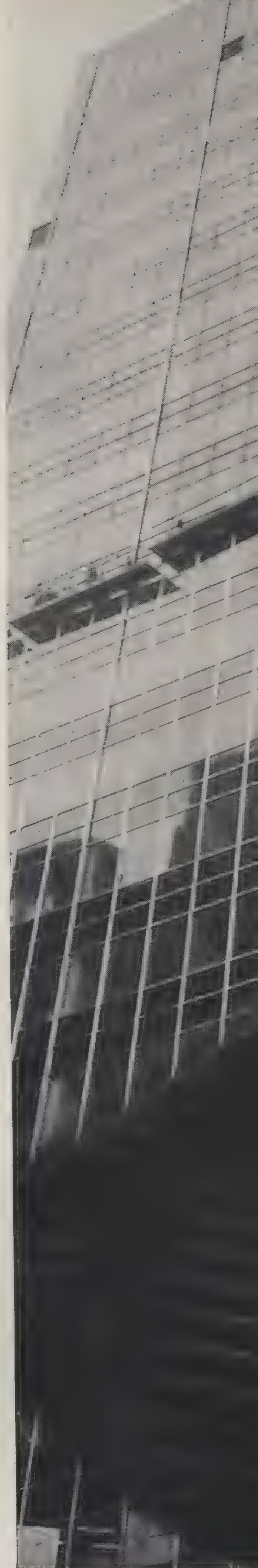




Right in town, right when it's February, cotton. Cotton made in a suiting weight. Cotton used as seriously as wool. One and the same cotton, worn for winter, spring, summer, autumn, and in between. *Above, left:* Cotton tweed, in town now. Cotton tweed to revolutionize a wardrobe, to make a coat-dress a twelve-months-a-year proposition. It's brown flecked with black; beige linen collar and cuffs. By Junior First, \$23. Russeks; Woodward & Lothrop. And there's the latest little American hat, striped straw—Sally V hat; Kislav gloves, at Best's. *Right:* That's right, that's cotton. Here it's quilted, and makes an all-year coat-dress with a white linen gilet and just about all the skirt any one girl can manage. By Anne Fogarty; in Thomas cotton. Sizes 5 to 15. \$70. Lord & Taylor; Marshall Field; Neiman-Marcus. Her Kislav gloves, from Best's. Rising in the background, the Lever House.

**AN AMERICAN REVOLUTION—**

**THE COTTON BUILT FOR WINTER**









**W**ho owns the most clothes of anyone in America? Easily, the Brooklyn Museum. When does it wear them? Constantly—there's always an exhibit going on for anyone to see; there's also this special privilege, that can extend itself indirectly to any American woman's wardrobe:

The Brooklyn Museum—like the remarkable Costume Institute of the Metropolitan—is one of the few museums in the world where clothes collected as historic documents are also available for designers to touch and examine. In Brooklyn, practically within hearing of the Museum's famed and rare royal Egyptian statuettes, is the fashion laboratory where designers are encouraged to dig into files of clothes from other eras, and come up with ideas that seem right and good for this one. For instance: Sylvan Rich, making clothes to be produced in mass, was interested in America's 1890's fashions, thinking (and rightly) that the narrow waists, the bibs, the full skirts of what he called "the brownstone period" were ideas too attractive to lose sight of. He telephoned from New York's Seventh Avenue to the Museum, and asked for "anything relating to the period." Seventy documentary costumes were assembled for him to examine; so that he might see how the clothes looked when worn, he was permitted to take a mannequin to model the clothes. From all this, he has made a charming collection of clothes for this spring.

*Right:* Overskirt dress with a flyaway tunic, narrow underskirt, deep neckline—ideas picked up from the "brownstone era" via the Brooklyn Museum. Navy-blue rayon crêpe and taffeta, \$90.

*Below:* Dust-ruffle dress with striped bib, cuffs, hem, copied from the 1890's, in navy blue and grey. \$90.

*Both dresses* are made of Wm. Rose navy-blue crêpe (of Enka rayon). By Sylvan Rich of Martini. Both dresses at Altman; Wm. H. Block; Carson Pirie Scott.

## NEWS FROM THE BIGGEST WARDROBE IN AMERICA



COFFIN







Mrs. Earle's exquisite complexion adds much to her charm.  
"I use Pond's Cold Cream regularly—and love it," she says.

### There's a magic in her face

Mrs. Earle's dancing eyes,  
her mouth curving into laughter,  
her look of casual elegance,  
give you a spellbinding picture of  
the *very* lovely person that is her  
Inner Self. Your face, too, can show  
others you are someone special to  
know—if you'll only give it the  
proper persuasion. Try it—you'll see!

*Antonia Drexel Earle*

## Every woman has a magic inner charm that is quite her own

Too many women keep their real loveliness so well locked away that they forget where they have put it!

Yet you—every woman—have an *inner power* that can help you *find a lovelier You!* This power grows out of the interrelation of your Outer Self and Inner Self—the way you *look*, and *feel*.

Like magic, this power lights up your face with confidence when you know you look charming! But, *not look your best*—how quickly you feel insignificant. That's why it's *so necessary* to follow carefully the beauty rules that help you to *look* lovely, to *feel* the world is yours!

#### "Outside-Inside" Face Treatment

A happy way to bring your face a happy look of apple-blossom freshness is this special treatment with Pond's Cold Cream—that leaves your skin so *extra* clean and puts a touch of softness on it.

Because it's *cream* cleansing, of course it's never drying. Give your face this Pond's care *always* at bedtime (for day cleansings, too). *This is the way:*

**Hot Stimulation**—a good hot water splashing.

**Cream Cleanse**—swirl light, fluffy Pond's Cold Cream all over your face and throat to soften dirt and make-up, sweep them from pore openings. Tissue off.

**Cream Rinse**—do another soft Pond's creaming to rinse off last traces of dirt, leave skin immaculate. Tissue—*lightly*.

**Cold Stimulation**—a tonic cold water splash.

This treatment works on both sides of your skin. *From the Outside*—a brisk circling of Pond's Cold Cream softens and sweeps away skin-dulling dirt. *From the Inside*—every step of this treatment stimulates circulation.

*Lovely Mrs. Earle* says: "My face looks abso-

lutely glowing after this treatment with Pond's."

It's not vanity to develop the beauty of your face. Looking your loveliest sends a happy-hearted confidence out from you to all who see you—brings others closer to the *real* Inner You.



You hear it everywhere—  
"She's Engaged! She's Lovely! She uses Pond's!"





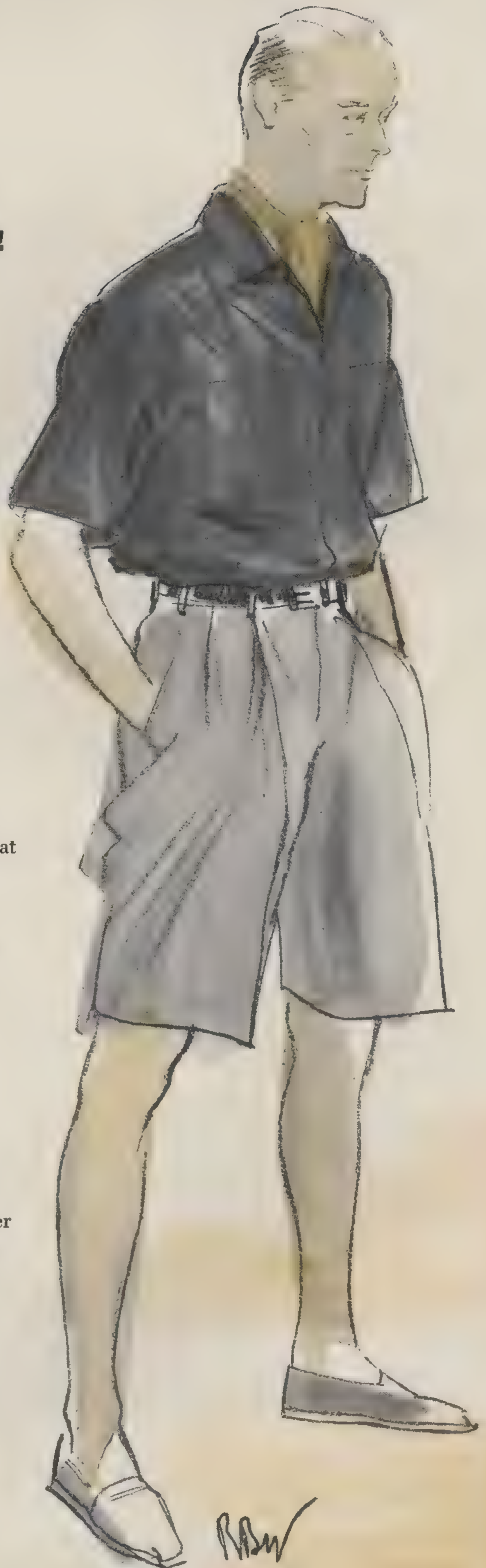
## **MEN NEED DISCIPLINE!**

Here's a good way to keep  
men in order: a new fabric that  
releases creases  
as fast as they form—  
Bates' new Disciplined cotton.  
(It's moisture-resistant  
and soil-resistant as well;  
has a built-in lustre.)

Here's a good way to keep  
them in line: cotton  
resort clothes cut with the  
care given wool.

The slacks, in saffron yellow,  
about \$13; the shorts, in silver  
grey, \$10; the shirts—one in moss  
green, one in gun metal—\$7.50 each.

Everything, excluding the  
espadrilles, by Bartlay;  
everything, including  
them, at Altman.





Frances Denney

## INVISIBLE BEAUTY STRAP

GIVES YOU A BRACING "FACE LIFT"



**INVISIBLE BEAUTY STRAP . . .** the only "face lift" you apply just before foundation and make-up to take years off your age. **\$5\***

You can actually see and feel this new flowing cream making you more beautiful. It is almost unbelievable to see how quickly it pares off your age—yet it takes only a few seconds to massage it onto your skin.

Invisible Beauty Strap gives the face a firming, lifting, bracing feeling and tends to tighten flabby skin and smooth away wrinkles . . . brings a wonderful glow to the complexion. Wonder of wonders! Jaw-line puffiness, mouth-to-nose lines, and that tired look seem to disappear.

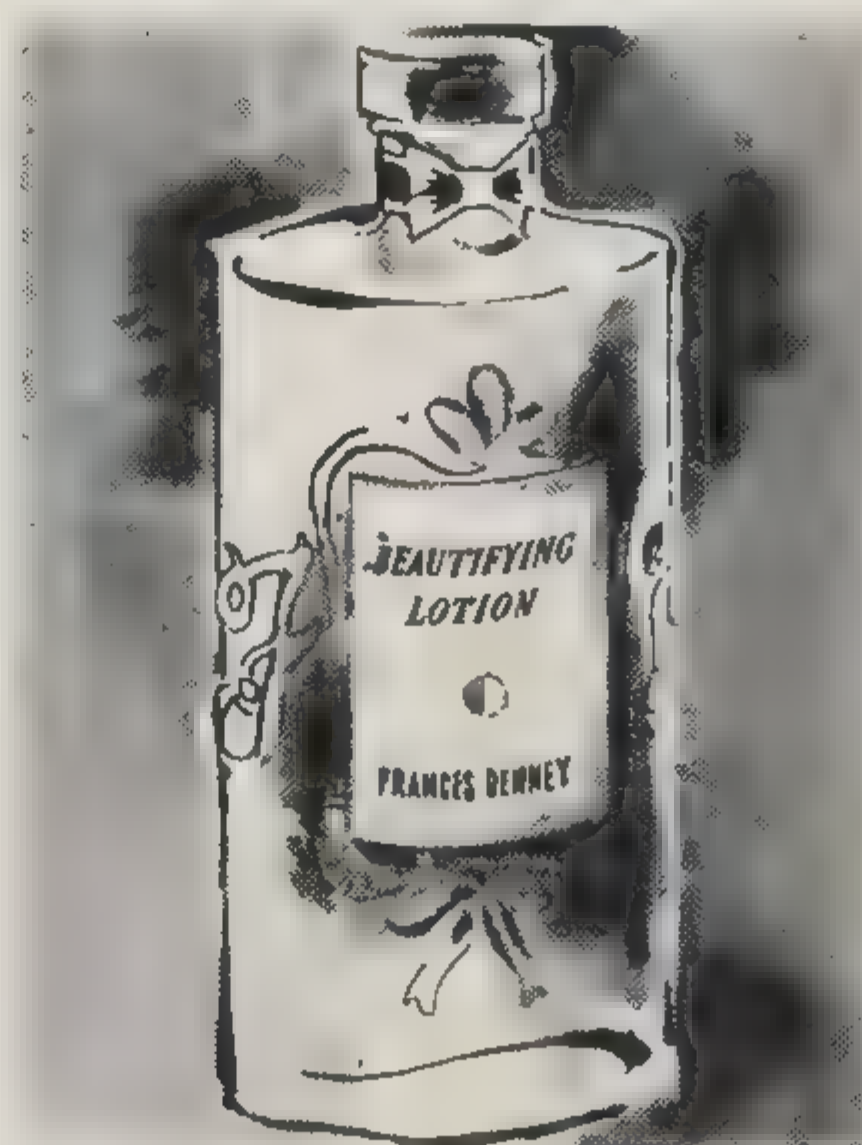
Quickly this new beauty liquid vanishes onto the skin. You will discover you are more beautiful, truly glamorous—because your skin looks firm, lifted, tight before you apply foundation and make-up. This glorious new beauty lasts hours and hours. Invisible Beauty Strap is sold in the cosmetic departments of fine stores everywhere, or write FRANCES DENNEY, Philadelphia.

**TEXTURE TINT . . .** the glamour foundation that covers the skin all day with a sheer veil of color; no touch-up, no face powder needed. **\$5\***



**BEAUTIFYING LOTION . . .** a miracle in a bottle. Wakes up dull, sleepy skin. Helps correct roughness, enlarged pores, surface blemishes.

**\$2.50\***



\*plus tax



original

*Harrismoor*

coats  
for  
spring



HARRISMOOR salutes Spring with this impressively casual poodlette coat . . . styled with elegant simplicity . . . yet grandly versatile with convertible collar and plain or tuxedo front. Tailored with finesse and wonderfully controlled fullness. Created for style-doting women . . . by HARRISMOOR!

At Better Stores . . . Write for Nearest One

**THE HARRIS COMPANY**

174 East Fourth Street, St. Paul 1, Minnesota



## THREE MEN AND A STORE

(Continued from page 173)

Levi Z. Leiter, a Lutheran from Maryland, had charge of the accounts. He looked rather like a nineteenth-century poet, his face later half hidden by a fluffy beard, his hair arranged in what would be known now as Truman Capote bangs. When Leiter and Field split, the rumour was that when Leiter insisted upon singing "Over the Garden Wall," Field made unfair jibes at the Leiter upper register. As he grew older Leiter developed almost a drunken appetite for Society, which Field rather felt was a slight form of idiocy. With his son, two daughters, a wife, and a dozen millions or so, Leiter left for Washington, New York, and London. (Mrs. Leiter had so inaccurate an ear that she told a friend that her children talked in their infantry and that her husband had gone to a fancy-dress party in the garbage of a monk.) To Levi Leiter's pleasure, one daughter married the Earl of Suffolk and Berkshire; the other, on receipt of a cabled proposal of marriage from the man later to be Viceroy of India, accepted by cable. Her groom was the hero of this jingle:

"My name is George Nathaniel Curzon,

I am a very superior purzon."

The third member of the trio, Marshall Field, the First, had charge of merchandising. Pink-cheeked, handsome, with stone-cold blue eyes, Field had come to Chicago in 1856 more or less directly from his father's farm at Conway, Massachusetts. He grew cautiously rich during his first Chicago year when, as every biographer mentions, he worked for a salary of \$400 a year, slept in the store, bought one pair of overalls, and saved \$200. Later he grew really rich by respecting all the laws of wholesaling and retailing which usually result in a steady but comparatively small profit. He grew fabulously rich by obeying those laws and then overdoing them. His principle was the same as that of the great best sellers *Anthony Adverse*, *Gone with the Wind*, and *Forever Amber*, which have more love interest, more adventures, more characters, and are longer than most other novels. Field in his store gave more value, made the customers happier. He bought more for cash. With Leiter, he kept credit high, even if they had to borrow to discount bills. The store, stocking point lace at \$300 a yard, had more foreign goods than any other in Chicago. Marshall Field never made any new laws for retailing; John Wanamaker started the system of charge accounts; A. T. Stewart, in New York, the one-price system. Field just got there with the most.

By the eighties, the office of Marshall Field was one of the most august in the country, easy to enter, chilly to stay in. He owned a mannerly paunch, trimmed with a heavy watch chain. His neat, full brush moustache had a slight upswing on his cheeks which were as red as though he had just come out of the cold of wintry Conway. To his associates he was a man who asked a rapid series of questions, rarely gave answers. When he wanted to buy an

automobile, he always asked the various salesmen: "What is the next best car to yours?" They said: Pierce Arrow. Marshall Field always bought Pierce Arrows.

At home on Prairie Avenue, Marshall Field led an extraordinarily simple life. He rose at six-thirty every morning, let his butler shave him in a special barber chair, breakfasted alone, read his newspaper, left the house for the store about eight o'clock, walked usually for seven blocks, followed by his carriage and later his car, and then he rode the rest of the way to his office. On his return to the house at night, the family would eat together at six-thirty. (He would often remind Powell, the butler, to remind the servants to turn out the gas lights.) To Marshall Field, III, his grandson, Marshall Field, the First, was a jolly man, who bought tickets to circuses for his grandchildren but never took them himself. When one of the children at dinner asked for an explanation of the Seventh Commandment, Field told him it had something to do with adding water to milk.

To the customers, Field's was a joyous store, brimmed with wonderful stuffs from this country and Europe. To the employees it was an equal joy. By 1913, the store gave these employee benefits: two weeks with full pay vacations; a Choral Society which one year sang for the other employees Rossini's *Stabat Mater*; a lunchroom cafeteria, which served 3,000 meals daily and where employees could buy a good hot lunch for eleven cents. The store had two medical rooms with nurses, maintained wards in two city hospitals for the employees, and was part owner of a sanatorium for employees with tuberculosis. At the store's Junior Academy, open especially for boys and girls, all employees could study spelling, grammar, and penmanship, during the two hours of daily instruction. Once management rebuked certain employees for leaning over the seventh-floor railing around the rotunda to throw darts at the customers below.

By the time Marshall Field was a distinguished seventy, no one ever chivied him, no one flouted him, except newspaper editors who insisted, to his mitred displeasure, on calling him "merchant prince"; many of his contemporary millionaires were answering with equal displeasure to the ribald title of pirate. During his last illness the newspapers continued to call him a merchant prince, sometimes adding the Chicago merchant prince. He died of pneumonia on January 16, 1906, in New York after catching cold in Chicago playing golf on New Year's Day with Robert T. Lincoln whose mother, Mrs. Abraham Lincoln, used to shop at Field's, assisted in the selection of her purchases by Marshall Field.

When the Field Estate ended in 1943, *The Chicago Daily News* devoted two pages in its edition of September 11 of that year, to the Marshall Field will, estate, and family. It called Marshall Field, the First, "The Merchant Prince."



to send your spirits winging



a new and  
exciting  
form of  
Lavender

Now—this delightfully feminine  
fragrance in solid form. . . . Yardley's superb  
English Lavender Purse Stick maintains  
the full strength of its fragrance to  
the last ice-green stroke . . . applies at  
a touch in any temperature—\$1.75.

**YARDLEY**

Lavender is a day-long fragrance. Use it lavishly in these  
forms, too: English Lavender, from \$1.75; English  
Lavender Soap (box of three, \$1.35; bath size, 75c a  
tablet); Dusting Powder, \$1.65. All prices plus tax.

Yardley products for America are created in England and finished in the U.S.A., from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, New York City



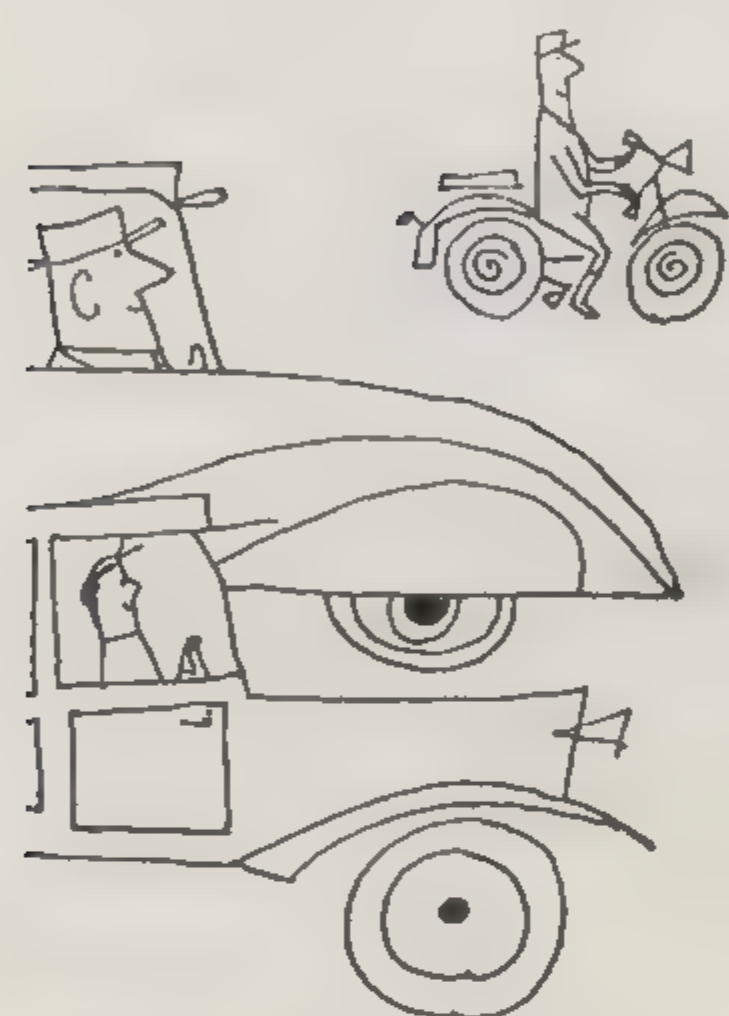
# I dreamed I stopped traffic\* in my maidenform bra®

Talk about dangerous curves! But oh, how smooth and sleek my Maidenform makes them! You'll pardon it if I toot my horn, but aren't I the loveliest view that ever jammed traffic! No lift for me, thanks...I've got mine in my Maidenform!

The dream bra: Maidenform's Allo-ette\* in white satin. Also available in broadcloth and nylon taffeta, marquisette or lace... from \$2.00. Send for free style booklet, Maidenform, N. Y. 16.

There is a *maidenform* for every type of figure!

\*Reg. U. S. Pat. Off. Maiden Form Brassiere Co.



COSTUME: BOVÉ AT LILY PIERMONT

HAT: JOHN-FREDERICS

## VOGUE PATTERNS

(Other views of Patterns on pages 214-215)

1. Flared shortcoat with shawl collar and turn-back cuffs. Pattern No. 7579. Sizes 12 to 20 (30 to 38). For size 16:  $2\frac{1}{2}$  yds. of 54" fabric. Price, 60 cents.
2. A snug ribcage, a snug waistline make for an Empire line on this wide-skirted afternoon dress. Pattern No. 7588. Sizes 12 to 18 (30 to 36). Needed to make the dress in size 16: 4 yds. of 39" fabric. 75 cents.
3. A great flare of coat with a deep cape-like collar. Pattern No. S-4285. Sizes 12 to 20 (30 to 38). For size



662

16:  $4\frac{1}{8}$  yds. of 54" fabric. Price, \$1.

4. Cocktail dress, the neckline the point—two points, really; it's cut to a V in front, a V in back. Pattern No. 7574. Sizes 12 to 20 (30 to 38). For size 16:  $5\frac{1}{4}$  yds. of 39" fabric. The price, 75 cents.

5. Separates for town. The skirt is slim in front, pleated at the back. Pattern No. 7600. Waist sizes 24 to 32. For size 26:  $2\frac{7}{8}$  yds. of 35" fabric. 40 cents. The blouse has a tiny shawl collar. "Easy-to-Make" Pattern No. 7159. Sizes 12 to 20 (30 to 38). For size 16:  $2\frac{1}{8}$  yds. of 35" fabric. 50 cents.

6. Short dinner dress with tiny draped sleeves. Pattern No. 662. Sizes 12 to 20 (30 to 38). For size 16: 6 yds. of 39" fabric with nap,  $5\frac{1}{2}$  yds. of 39" fabric without nap. \$2.

7. Flowing, great-sleeved peignoir. "Easy-to-Make" Pattern No. 7398.



7398

8. Jacket-dress ensemble—the jacket is the newly important box shape with deep armholes; the dress is slim-skirted. Pattern No. 665. Sizes 12 to 20 (30 to 38). For size 16: 4 yds. of 54" fabric. The price, \$2.50.

9. Fitted coat, shawl collar. Pattern No. 7594. Sizes 12 to 20 (30 to 38). Needed for size 16:  $4\frac{3}{8}$  yds. of 54" fabric. Price, 75 cents.



665

7594



7541

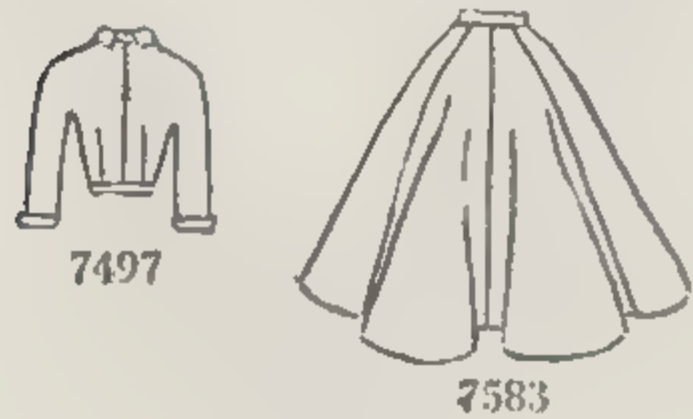


660

10. Nightgown. Pattern No. 7541. Sizes 12 to 20 (30 to 38), 40. For size 16:  $3\frac{1}{8}$  yds. of 39" fabric. The price, 40 cents.

11. For a ball, a long, great-skirted dress with a strapless, beautifully draped bodice. Pattern No. 660. In sizes 12 to 18 (30 to 36). Needed for size 16:  $7\frac{5}{8}$  yds. of 39" fabric. Price, \$2.





**12.** Daytime dress with a skirt slim in front, pleated at the back. Pattern No. S-4280. Sizes 12 to 20 (30 to 38). For size 16:  $3\frac{1}{4}$  yds. 54" fabric. \$1.

**13.** Box-jacket suit, with a back-pleated skirt. Pattern No. 3457. Sizes 11 to 17 ( $30\frac{1}{2}$  to  $34\frac{1}{2}$ ). For size 15:  $2\frac{1}{2}$  yds. of 54" fabric. Price, 75 cents.

**14.** Shirt and very short shorts. The shirt, "Easy-to-Make" Pattern No. 7321. Sizes 12 to 20 (30 to 38). For size 16:  $1\frac{3}{4}$  yds. of 35" fabric. The price, 40 cents. Shorts, Pattern No. 7384. Waist sizes 24 to 30. To make size 26:  $1\frac{3}{8}$  yds. of 35" fabric. The price, 50 cents.

**15.** Sun dress with scoop neckline, patch pockets. "Easy-to-Make" Pattern No. 7428. Sizes 12 to 20 (30 to 38). For size 16:  $3\frac{1}{4}$  yds. of 35" fabric. The price, 50 cents.

**16.** Country separates—a turtle-neck shirt and full skirt. Shirt, "Easy-to-Make" Pattern No. 7497.

Sizes 12 to 20 (30 to 38). For size 16:  $1\frac{1}{2}$  yds. of 54" fabric. Price, 50 cents.

Skirt, "Easy-to-Make" Pattern No. 7583.

Waist sizes 22 to 32. For size 26: 2 yds. 54" fabric. 40 cents.

**17.** Bare-top dress with its own jacket. Pattern No. 7557. In

sizes 12 to 18 (30 to 36). Needed to make dress and jacket in size 16:  $5\frac{1}{4}$  yds. of 39" fabric. Price, 75 cents.

**18.** Dressmaker suit, kimono sleeves. Pattern No. S-4274. Sizes 12 to 20 (30 to 38). For size 16:  $3\frac{1}{8}$  yds. 54" fabric with nap,  $2\frac{7}{8}$  yds. 54" fabric without nap. \$1.

**19.** The new one-piece, belted bathing suit. "Easy-to-Make" Pattern No. 6709. Sizes 12 to 18 (30 to 36). For size 16: 2 yds. of 35" fabric. The price, 60 cents.

**20.** Sports dress. Pattern No. 7597. Sizes 12 to 20 (30 to 38), 40, 42. For 16:  $4\frac{1}{2}$  yds. 35" fabric. 60 cents.

**21.** At-home separates. Shirt, Pattern No. 7519. Sizes 12 to 20 (30 to 38), 40, 42. For 16:  $2\frac{3}{8}$  yds. of 39" fabric. Price, 50 cents. Slacks, Pattern No. 7496. Waist sizes 22 to 28. For size 26:  $1\frac{7}{8}$  yds. of 54" fabric. 50 cents.

**22.** Suit, Pattern No. S-4282. Sizes 12 to 20 (32 to 38), 40, 42. For size 16:  $3\frac{1}{8}$  yds. of 54" fabric. Price, \$1.

**23.** Slip, "Easy-to-Make" Pattern No. 7069. Sizes 12 to 20 (30 to 38), 40, 42. Size 16:  $2\frac{3}{8}$  yds. 39" fabric. 40 cents.

**24.** Beach coat, No. 7405. Small (28-30), medium (32-34), large (36-38). Medium:  $3\frac{7}{8}$  yds. 35" fabric. 50 cents.



# Shire-Tex

*slacks by Davenshire*



At better stores everywhere or write  
Davenshire, Inc., Davenport, Iowa

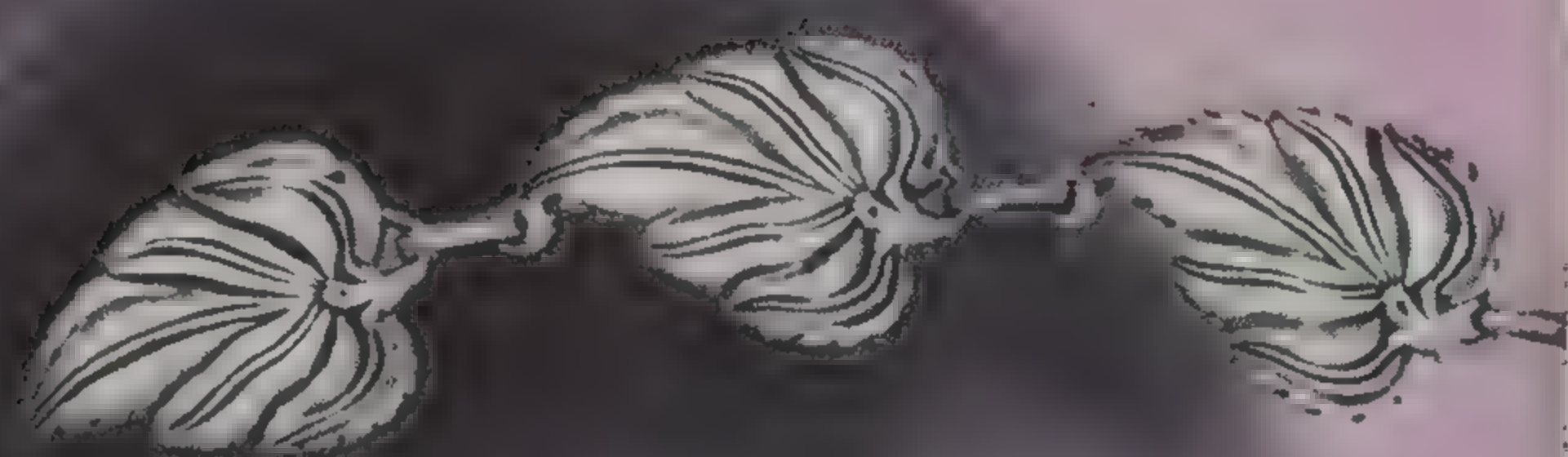
VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. Note: Connecticut residents please add sales tax.



*Heart's succumb to*  
**PHILODENDRON LEAVES**

Created in the fabulous tradition of  
 master silver craftsmen . . . and destined for  
 loving compliments. Necklace about \$8.00\*,  
 bracelet about \$4.00\*, earrings about \$3.00\*,  
 pin about \$3.00\*

\*Plus tax



**DANECRAFT®**  
*Sterling*

at finer stores everywhere  
 Felch & Co., Inc., Providence 7, R. I.

*Eternally lovely . . . because it's sterling silver.*



GRIGSBY

*Left:* Blue denim, tailored the way blue denim seldom is—into tight, tapered pants that end just above the ankle; into a jib jacket that swings short of the waist. Both are white-stitched. Jacket, \$7; pants, \$6.50.  
*Below:* If you pack a tennis racquet, you might pack this: a brief white jumper of waffle piqué, one-piece and sleeveless, with not a thing to get in the way of a rugged game. We like the cuffed shorts, the deep pockets, the black patent leather belt. \$14. And, speaking of tennis racquets, how about this one? Nylon-strung, it's \$17.25 at Abercrombie & Fitch. Both, designed by Fleischman of California; both costumes at Lord & Taylor, Garfinckel's, and Harzfeld's.

**MADE IN AMERICA—THE  
 WORLD'S BEST SPORTS CLOTHES**





## THE CALCULATED RISK

(Continued from page 171)

alone, that was the deciding factor.

Every observer of public affairs recently has been impressed by the uneasiness now pervading the United States. Sometimes the country seems to be driven exclusively by its fears, and moralists on all sides have been denouncing us for our crass materialism, our low ethical tone, our apparent indifference to corruption and our apparent approval of slick and slippery persons who stay just within the law. Hardly a day passes without a despairing outburst from some clergyman, or educator, or other moral leader suggesting—sometimes flatly asserting—that civic virtue has drained out of the American people.

Yet a pretty strong argument can be made in support of the theory that what they lack is not virtue, but purpose.

The common assumption that the chief fear of modern Americans is the Red army with the atomic bomb is doubtful. We fear the Russians, of course. We know that in case of war with Russia the chances are that we should be knocked about pretty badly, and we don't like that prospect. Nevertheless, this is the population that bred the Eighth Army that fought in Korea; and it is nonsense to suppose that the people who produced that great army can be paralyzed by fright at the prospect of being knocked about a bit. If the Russians

fell on us tomorrow we would stand up and take the war steadily, perhaps as steadily as the British took the bombing in World War II.

The Red army isn't our chief cause of anxiety, and there is no other army that gives us a moment's concern. It is something other than a military threat that has brought us to this jittery state.

There is fear of infiltration of Communism without an armed invasion. This is undoubtedly a threat, but it is nothing new. From the very beginning there have been Americans who never believed that democracy would work. In 1800 the faint-hearted were quite certain that the masses in this country would turn Jacobin, in 1853 that they would turn Know-Nothing (a much more likely prospect), in 1896 that they would turn Socialist, and always that they would fall victim to some fatal demagogue.

Today these skeptics are sure that the good sense of the masses can not be relied on to reject Communism, but it is the same old fear, based on a profound disbelief in the capacity of ordinary men to govern themselves successfully. That fear has always harassed us, but it has never stopped us in the past; and it, alone, could not stop us today.

Yet everyone agrees that we are, if not exactly stopped, at least

(Continued on page 232)

*Latest! From Paris*

HANDKERCHIEFS "BOUTIQUE"®

Wear a splash of color in your pocket . . . at your throat. Bloch Frères designs a 24-inch square of finest Egyptian cotton, in four gay couturier patterns. Hand-woven by French artisans and hand-rolled. At Paris boutiques and fine stores in this country. About \$2.00.



**BLOCH FRÈRES**

11 East 38th Street, New York

Look for the Normandy Rooster on the Red, White and Blue Label

You won't take off on a broomstick, but you will cast a spell with Hi-Low Witchery. High where you need support—low where your neckline plunges. Fits perfectly, always comfortable.



*Exquisite Form*  
BRASSIERES

*makes you bewitching in*

**HI-LOW**  
*Witchery*

*the plunge stays in place with this little Lyre-wire*



STYLE 805—Rayon SATIN with lace frame.

A cup 32 to 36 B cup 32 to 38 C cup 32 to 40

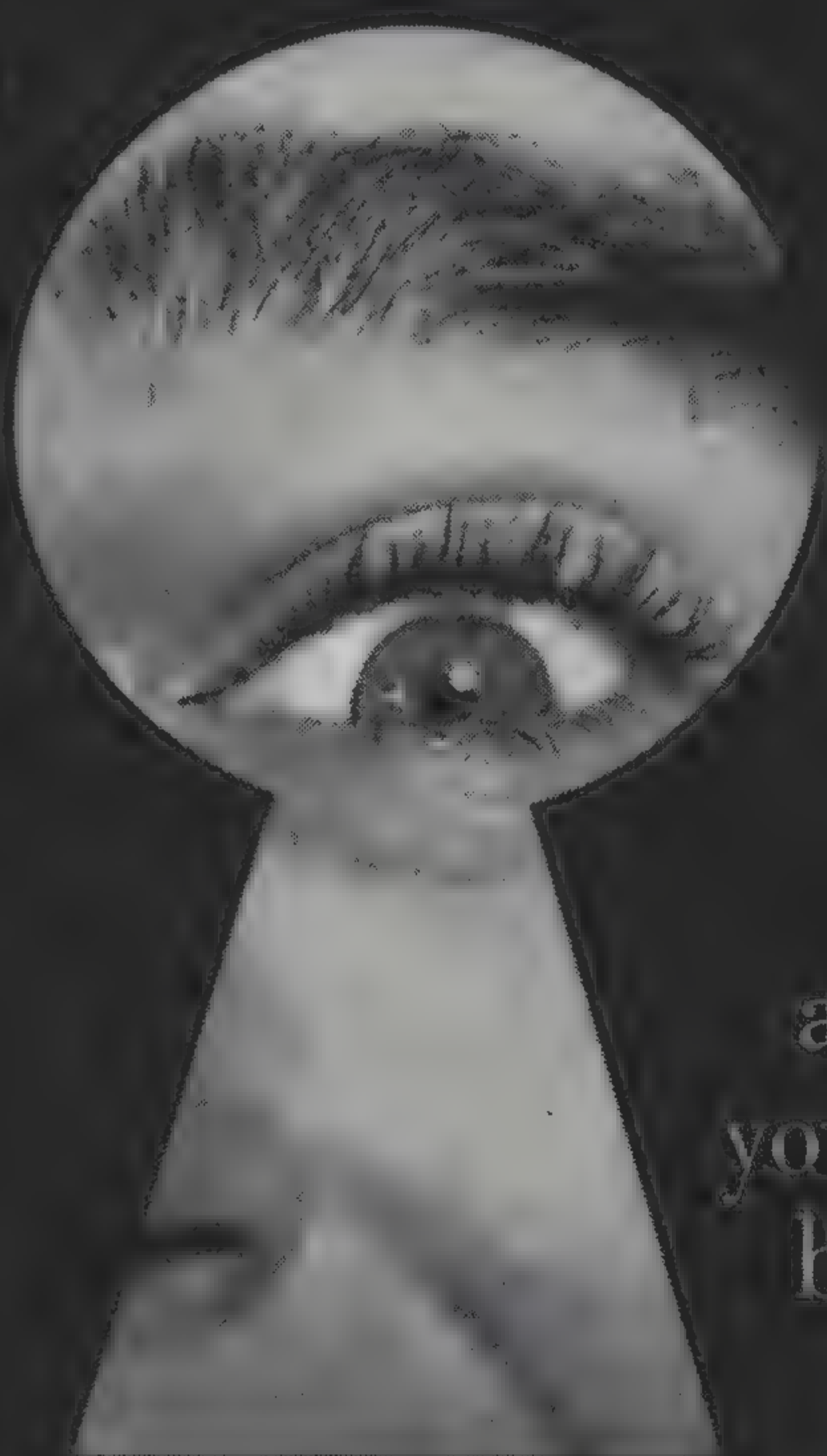
White, pink, black **3.00**

STYLE 802—BROADCLOTH • STYLE 804—NYLON • White only

EXQUISITE FORM BRASSIERE, INC. • New York 16 • Los Angeles 14 • Toronto



he  
won't  
take  
his  
eyes  
off  
you



after  
you've  
been  
to

**slenderella**  
salon

the only slenderizing system with  
a money-back guarantee

America's leading slenderizing system will slim you down **from size 20 to 14**—and keep you that way. No strict dieting, no exercise, no massage, no disrobing! We'll curb your appetite by a **new exclusive method**. We'll restore your line of beauty, correct your posture, and keep you that way. We do everything and you'll love everything we do. Call a Slenderella salon today for a delightful trial treatment at our expense. You'll love it!

NEW YORK • WHITE PLAINS • HEMPSTEAD • WASHINGTON • SILVER SPRING • CHICAGO  
EVANSTON • OAK PARK • DETROIT • CLEVELAND • SHAKER HEIGHTS • TOLEDO  
AKRON • COLUMBUS • LOS ANGELES • HOLLYWOOD • PASADENA • BEVERLY HILLS

COPYRIGHT 1952 BLANCHETTE-MACK, INC.

## THE CALCULATED RISK

(Continued from page 231)

hesitating, and this raises a question: if the Red army is not our chief fear, is there anything else that could account for our present state of mind?

There is, and it is something that a wise man regards more apprehensively than he regards any Red, Russian, or American. It is the frightful responsibility that the course of events has piled upon this country.

The leadership of half the world has been thrust upon us. We didn't seek it, we didn't want it, half of us still don't quite understand how we got it, and none of us knows what to do with it. Not expecting it, we had not made adequate mental and moral preparation to deal with it. But it is ours.

It is nothing on which to flatter ourselves. The rest of the world did not desire our leadership, but all the other freedom-loving nations are so badly battered that they are for the time being incapable of leading. France is frankly crippled and Great Britain barely on its feet; the other nations with a real understanding of political liberty are all too small for the job. We lead because nobody else can lead now, and probably not for the next twenty years. Whether we like it or not, the task is ours.

This is enough to startle and alarm us. No doubt it is a great opportunity, but the sobering fact remains that the United States is now in position to do more harm to itself and to the world than it ever could do before, and if we are appalled the fact is not entirely to our discredit.

"Destiny," says George Dangerfield, "may terrify even those whom it favours." Destiny has undoubtedly terrified the American people to such an extent that they are not at all sure that it favours them. The risks are in plain sight. They are many, they are various, and they add up to a staggering total. Moreover, for once we have no choice; the risks must be accepted, because there is no way of avoiding them.

When we turn to the credit side of the ledger, we are not reassured. Power and prestige are there and possibly, although not certainly, an increase in our material wealth. But this generation of Americans is not much interested in military glory and 1929 taught it with what terrible speed material wealth can vanish. Security is definitely not in the account. The very fact that we lead makes us automatically the target for every sniper; when you are out in front, you are squarely in the line of fire from both sides.

All this makes the calculated risk decidedly bad, and, since we are forced to accept it anyhow, fears run high—higher, perhaps, than they ran in 1776 or 1787, or in almost any other crisis. Preoccupied with fears, we seem to be indifferent to other matters and so horrify the moralists.

Yet there are Americans who add to the credit column a strong and definite purpose, an incentive comparable to the desire of independence

in 1776 and the desire of stability in 1787. They are those who share the beliefs that a more rational world order is possible and that it is the destiny of the United States to lead the way towards it. The belief goes back to Franklin, Washington, and Jefferson, who believed in a beacon, a standard, and a hope.

Put this into one side of the balances and the pointer promptly swings the other way. Rational Americans, like rational men everywhere, have ever held it folly to take a chance when there is much to be lost and little or nothing to be gained; but when there is a great deal to be gained, Americans have been conspicuous for their belief that it is folly not to take a chance.

A rational world order would be one in which it would be unnecessary for our government to levy crushing taxation and spend four-fifths of the proceeds paying for wars past, fighting wars present, and preparing for wars to come. A rational world order, therefore, is not one imposed by force on sullen, bitterly resentful populations. Communism is not a rational world order because it compels all nations to move in one direction at a set pace. No more is imperialism a rational order, because it holds back subject peoples for the benefit of the imperial power.

Whether modern Russia is a true communism, or merely an old imperialism using communism as a false-face, it is an order imposed by force. It may work for a time in a monolithic state, but it is not a rational form of world organization.

Obviously, then, it is the function of Russia's most powerful opponent to supply leadership in the opposite direction. In this situation are tremendous possibilities. For the United States to prove, not by precept but by demonstration, that it is possible under democratic rule for one of the world's greatest powers to lead without trying to command, to turn down the chance for a fast buck in favour of the vastly greater profit that would accrue from, say, a whole century of peace, to act for the common good rather than the national advantage—this would, indeed, be something memorable in the history of the world. It would be an even greater thing than the winning of our independence or the establishment of our federal republic, although it would stem from both.

There are those among us who feel that we made a pretty good start in this direction with the Marshall Plan. They know beyond peradventure that we have a very powerful argument in the freedom and dignity that our forefathers won for the individual American.

Such people understand quite clearly the danger of the Red army abroad and the Red agitator at home. They know, also, that there is a greater risk than both these put together—the risk offered by our own inexperience and possible incompetence. They are well aware that danger, very

(Continued on page 233)



## THE CALCULATED RISK

(Continued from page 232)

great danger, exists and that the losses that would attend failure would be frightful.

But they are convinced that the benefits that would attend success are stupendous. They feel in 1952 what Washington and Franklin, John Adams and Thomas Jefferson felt in 1776—that the project is risky, to be sure, but the possible gains are so enormous that the significance of the risk dwindles and it should be accepted.

These optimists could be wrong, but they are profoundly American. The Founding Fathers could have been wrong and many of their fellow-colonists thought they were; but they set the precedent that grave risks may be and should be accepted when enormous gains are in prospect. So whoever follows that precedent today is following a very old American tradition.

Not all of us can do it, because not all of us have enough faith in democracy to believe it capable of leading the way to a rational world order. For those without faith there is no remedy; they are doomed to shiver and shake. But those who believe that the old magic can work again and are intent on making it work are not dominated by their fears because they are too busy to pay much attention to the perils of our time.

Entranced by the greatness of what might be done, they are as cheerful as old Ben Franklin when he stood in the shadow of the gallows, and for the same reason—they see a rising, not a setting sun.

EDITOR'S NOTE: *Gerald W. Johnson, who has written many articles for Vogue, is the author of a series of books of which the latest is This American People, recently published.*

**VOGUE—FEBRUARY 15**

**Fashions: More-Taste-than-Money**



**CANINE CAPERS**  
 PEARL-HALOED GOLDEN POODLE  
 OR ANGEL-WINGED  
 DACHSHUND. ABOUT 5.00  
 WITHOUT HEAVENLY  
 TOUCHES. ABOUT 4.00  
 PLUS FED TAX

AT ALL FINE STORES OR WRITE  
 **Castlecliff**  
 THE TALKED-ABOUT JEWELRY 366 FIFTH AVENUE  
 NEW YORK 1, N. Y.

# Bozart

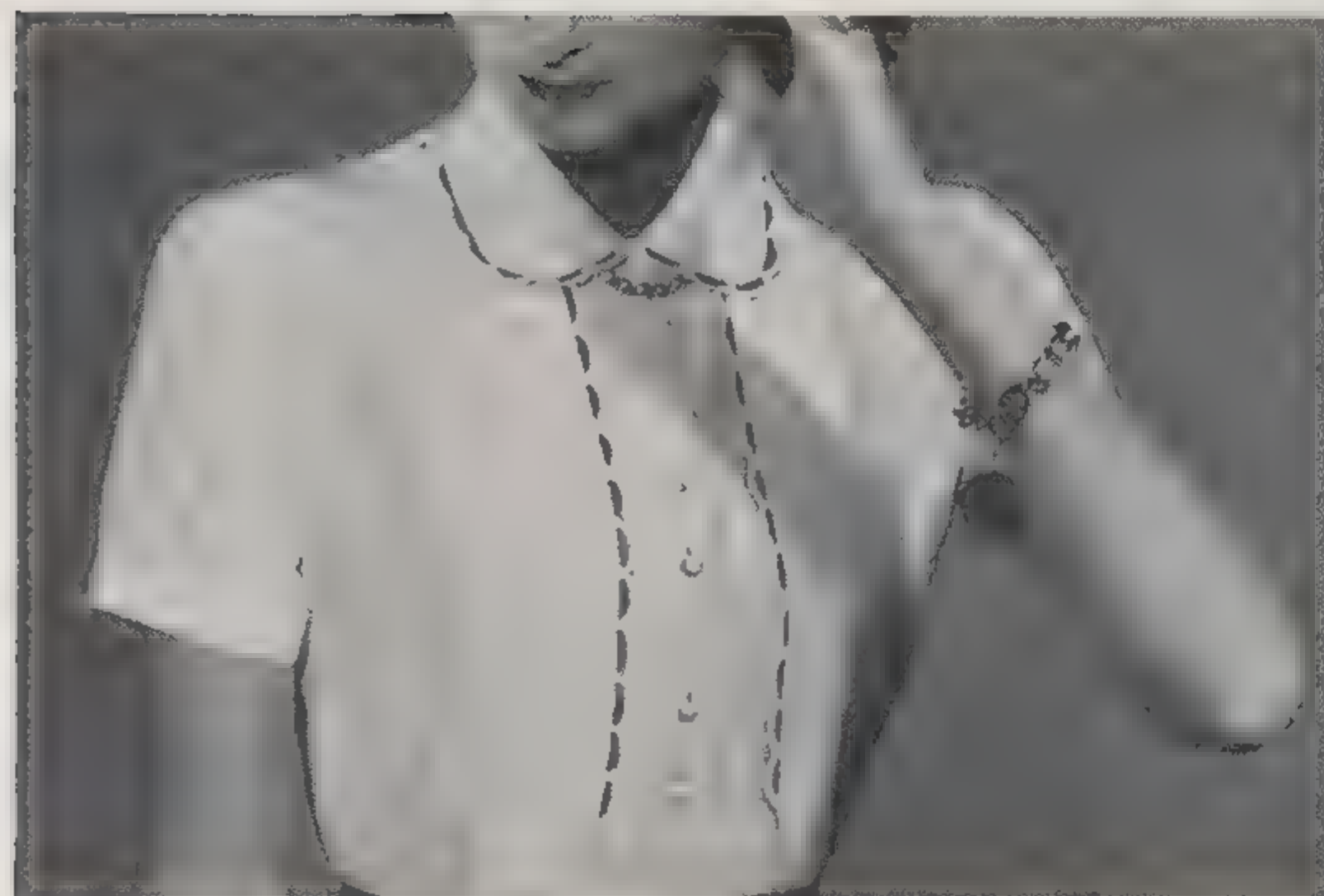
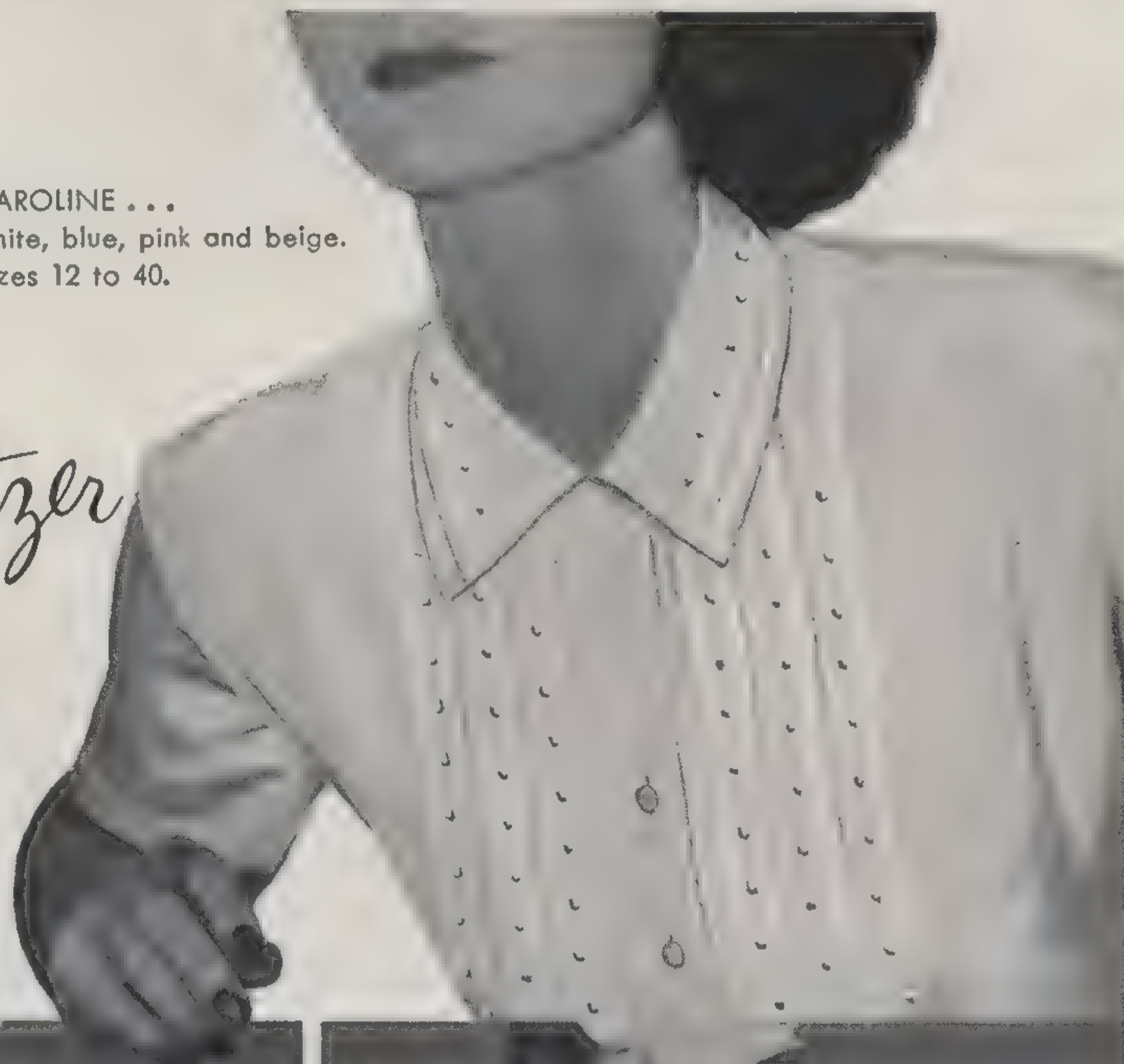
hand-detailed blouses by *Helitzer*

Four exquisite blouses . . . classic and beautifully tailored . . . with dainty hand detailing and the couturier touches you find in blouses costing more than twice as much! In fine washable rayon crepe, about \$6.50.

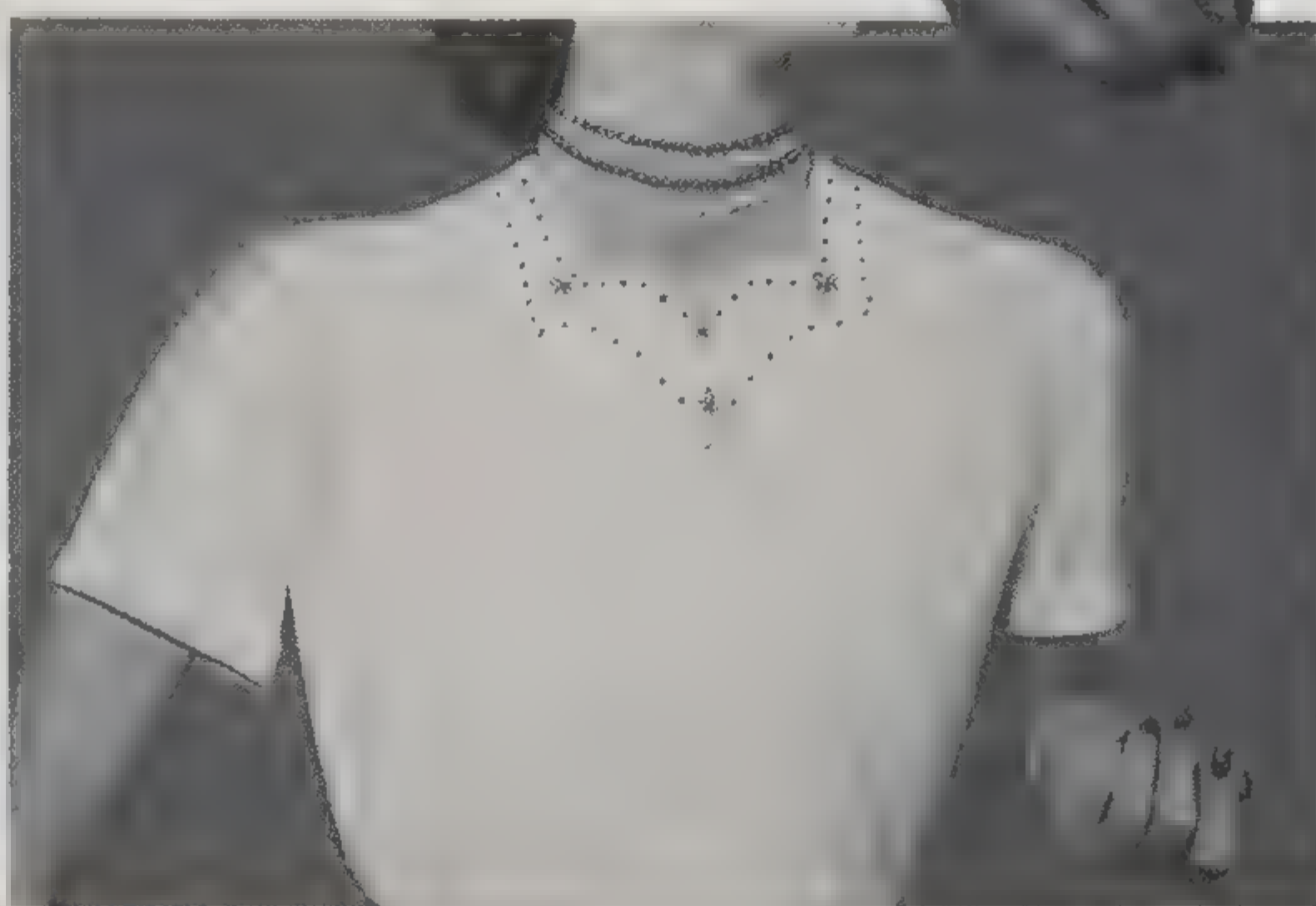
For the store nearest you, see page 242

HELITZER BROS. & CO., INC., 525 Seventh Ave., New York 18, N. Y.

CAROLINE . . .  
 white, blue, pink and beige.  
 Sizes 12 to 40.



PRISCILLA . . . white only. Sizes 10 to 40.



JULIETTE . . . white, pink, blue and chamois. Sizes 10 to 20.



SUZETTE . . . white, pink, blue and beige. Sizes 12 to 40.



## HOLLYWOOD'S CREATIVE BRAINS

(Continued from page 186)

a sign, an expression of aching exasperation. Among Ryder's list of awards are his War-Navy Research Award, given by President Truman, and his Oscar, given in 1950 for his application of magnetic sound recording to the movies. Perhaps the most extraordinary of Ryder's machines is the beautiful steel and terra-cotta-colour affair (shown on page 184). This instrument is not only the first, but the only one which makes instantaneous electrical transfers from the sound of one piece of film to another. Thus sound effects and music may be transferred to their correct place on full rolls of magnetic film without cutting or splicing film, to the end that money gets saved in quantity.

George Antheil, a stubby, captivating man of fifty-one, suddenly too famous in 1926 for the bedlam of his *Ballet Mécanique*, and Alex North, a pinched, charming man of forty-one, with an inner lyric strain, belong to the group of brilliant writers of movie background music, like Virgil Thomson and Aaron Copland, who spend most of their musical energies away from films, writing chamber music, symphonies, ballets. Among the North scores: *Death of a Salesman*, *A Streetcar Named Desire*, and *Viva Zapata!*, to be released this month; among the seventeen Antheil movie scores: *Spectre of the Rose*, *The Scoundrel*, and *We Were Strangers*. When someone first suggested Antheil to Cecil B. DeMille for *The Plainsman*, that extravagant director became convinced that Antheil was not a mad, mad composer through the comforting fact that Antheil is also an endocrine criminologist, reputedly a lifetime member of the Paris police force.

Both Antheil, whose music has a certain fluid romanticism with some slight Stravinsky orientation, and North, whose music has theatrical tension, built through a skillful interlocking of jazz and classical strains, write their scores at the desk, check them later at upright pianos. To most composers the upright is a stern, and often lousy instrument, but at least it does not seduce them by magnifi-

cence of tone into thinking the mildly pleasant is ravishing. An upright puritanically refuses such seduction. In the music of North and Antheil and their rebellious colleagues the plus value lies in the way they put their music to the internal action rather than the external. They are not mickey mousers. To mickey mouse a score is to follow the action by such simple devices as letting the music rise when a character goes upstairs, descend for a fall, imitate the slam of a door, the boom of waves. The internists explain and build up the emotional content; the externalists underline the action, leave the explanation of emotion to the actors.

Barbara McLean, a small woman with brightly blue eyes and slightly reddish hair, carries with easy charm the frightful job of film editor at Twentieth Century-Fox. So full is her responsibility, so firm her authority over the two or three movies she edits a year that the company pays her more than the \$30,000 a year the country pays Vice-President Barkley. For some twenty years she has been one who dropped those faces on the cutting room floor. Among the most famous of her editing jobs are *Wilson*, for which she received an Academy Award, *All about Eve*, *David and Bathsheba*, the film which grossed the most of any in 1951, and *People Will Talk*. (In the photograph on page 185 there can be seen in the machine a shot of *Viva Zapata!*, her latest cutting.) In her white, high-ceilinged office, she usually sits gloved, trimming, fitting, transposing, working simultaneously with sound and photograph, pushing forward certain characters, and at times bringing miraculous order out of chaotic genius, letting the residue spill into an enormous white canvas laundry basket. The tens of thousands of feet of film brought in, like a gusher, by the directors, need the same kind of sensible, dramatic following of the story line that Maxwell Perkins performed at Scribner's for Thomas Wolfe's massive manuscripts. Instead of a pencil, Miss McLean uses clippers.

(Continued on page 235)

Shhh!  
... they're padded  
... but no one will ever know



Miriam Gates  
COMPLEMENTS

Small or sagging bust line? Wear a Miriam Gates Bra and no one will ever know. Built-in foam rubber pads can't and won't slip out of place. Patented one-piece design... washable, of course. Miriam Gates Complements obey Fashion's decree for firm, rounded, secure uplift. Naturally rounded, naturally beautiful. They just whisper flattering things about you.

Straps\* or Strapless\*, medium, full or extra full 5.00  
Imported French lace or Deep-back, 7.50  
Separate pads for swimsuits or playclothes, from 1.50  
Surgical pads, from 2.50

at better stores everywhere or write

Miriam Gates  
INCORPORATED

Dep't V 64 S. Division St., Buffalo 3, N. Y.

\*U. S. Pat. No. 2,501,325

"You can't tell She wears them!"

Sargo  
by GOLDSMITH

selection of the month



\$795  
plus tax.  
Slightly higher  
in some localities

PINCH BOX... Sargo has taken calf and beautifully proportioned it into a box shape pouch... the top is pinched together with a smart snap lock... the double handles add triple beauty. Added attraction is a clever zipper compartment. In black, brown, navy, tan, and red at your favorite store everywhere.

Samuel R. Goldsmith and Son, Inc. 347 Fifth Ave., N. Y. 16



Alfred Leon

Handmade Originals  
for Adora-belles 'n Beaus

(Cradle to Three)

at the finer shops



© A. S. 1953



## HOLLYWOOD'S CREATIVE BRAINS

(Continued from page 234)

The range of movie camera work may well lie between the films of the Milottes and those of Harry Stradling. The latter did *A Streetcar Named Desire*, *The Human Comedy*, for which he received an Oscar, and long ago both *Pygmalion* and parts of the classic *Carnival in Flanders*. On the other hand, the Milottes, Alfred and Elma, are the naturalist geniuses who made *Beaver Valley* and *Seal Island*, both Academy Award winners. While Stradling goes through the tedious process of re-takes because an actress forgets her lines, or a director changes his mind, through the wearing assistance of thirty or forty men on the set, through the manipulation of enormous lights, the Milottes go through the tedious tension of waiting for a comic Minnesota otter to be funny, through the difficulties of weather, through the lack of help on location when the creak of an assistant on a leaf may scare a beaver.

Recently on the set of *Androcles and the Lion*, Stradling, a tired, grey man, with laughter lines creasing his face, spent most of the time by the camera, motioning to the man riding the boom what he wanted. To producers and directors, he is an extraordinarily pleasant man to work with, mainly because he is a smiling but silent conversationalist. His forte is the creation of an atmosphere, rich, mooded, painted with lights like a Dutch painting. According to his greatest admirers, Stradling shoots by instinct, with little or no intellectualizing. In fact, they say, he doesn't even listen once the basic idea has been revealed; his mind goes off, coming to life brilliantly only when he begins with his camera.

In a small, modern, grey building, twisting like children's blocks, opposite the wire-fenced enormous Warner Studio, work the members of the United Productions of America, a bunch of cartoonists who are brilliant and funny and make films charming to look at. In their short existence they have made *Gerald McBoing-Boing*, *The Oompahs*, *The Nearsighted Mr. Magoo*, *The Family Circus*, *Willie the Kid*, and *Rooty Toot Toot*; the first has already won an Oscar, and the last been nominated for one. The whole group, Stephen Bosustow, John Hubley, Robert Cannon, T. Hee, and their assorted artists and musicians, are comparatively young, poor as far as movie money goes, and therefore under compulsion to make their brains go a long way. Compulsions, obsessions, sibling relationship, parent-child problems—those are the stuff of their extraordinary shorts. To them, sadistic wolves and wily foxes and timid dogs carrying human emotions are not nearly as funny nor as exciting as the problem of the little trumpet, whose papa is a big tuba, stupid, a strictly Victorian parent who forbids his son to play with the Riff Ruff kids, not understanding that jazz is music too. They call this *The Oompahs*. *The Family Circus* is straight sibling stuff; father ignores little daughter in favour of the new baby; little daughter thinks of a half a dozen attention-getting tricks, tries to damage new baby. *Gerald* is simply the problem of fitting the odd child into the group, making him feel important, too. To the U.P.A.'s, psychiatry is just another tool in their comic progress. They are among the best of Hollywood's creative brains.

## HIGH NOON IN YOUR LIFE

(Continued from page 178)

cry, we have accepted interruptions as the normal thing. Men have protection while at work. They also have secretaries who do the things that bore the man the most, and who turn aside a host of trivial distractions. This system is called efficiency.

Women seem ready to enter the business field in middle life with less reservation than they feel about entering the creative field. Many of us were in business before marriage and therefore will find ourselves on familiar ground here. Yet creative work is wide open to us. Innumerable women have taken up creative work not only in middle life, but much later, and have made a success of it.

What holds us back is often nothing more than diffidence—unless it is laziness. "I have no talent," some say. We forget that only the few god-like ones start with talent. We need not aspire to such heights, but quite soon we may find we have an encouraging substitute for talent: facility. It is something that grows with

exercise. Nor do we first take up pen or brush by saying, even to ourselves, "now I am a writer or an artist." These are states of being which we may achieve.

I so often think of my sister, Catherine Drinker Bowen, a writer who has distinguished herself as a biographer—I say it with pride. Kitty becomes indignant when people sigh, "Oh, Mrs. Bowen, if I only had your talent!" "Talent!" she cries. "As if that were all there is to it. I wrote for fifteen years before anyone suggested that I was talented. I learned to write by writing. Now people think it's easy; they think that serious biographies get written through some mysterious thing called 'talent,' guaranteed to remove all difficulties."

The hurdle of taking up something one has never done before may be a high one, but it can be jumped. Again I think of my sister. She started out in her youth to be a violinist, went to the Peabody Conservatory, prac-

(Continued on page 237)

## NEW! DIFFERENT!

*French  
Form*

With the original magic, double diagonal pull. The real secret of the French look.

**REDUCES YOUR  
WAISTLINE INSTANTLY**

Corrects your whole silhouette posture... makes you look taller! You feel like sixteen again! Exclusively designed double elastic waistband which you just wrap around your waistline and hook closed in the back. French Form is guaranteed adjustable to your exact size.

Like magic, French Form gives instant slenderizing figure control. Your figure is molded into new lines, inches disappear from waist, hips, thighs and all with ease and comfort... *standing, sitting or stretching*. Will never roll or curl at the top. Expertly made of 1st quality 2-way stretch rayon elastic with the finest satin panel. Light in weight, washes like a dream.

In NUDE, WHITE  
and BLUE.

**498 — IN TWO  
STYLES**

Reg. Girdle or Panty Girdle  
Panty girdle with removable snap-button crotch and garters.

Small (25-26),  
Medium (27-28),  
Large (29-30),  
Extra-Large (31-32)

Also: "Plus" Sizes for  
the fuller figure:  
XX (33-35), XXX (36-38),  
XXXX (39-40), XXXXX (41-43)

**ANNETTE FASHIONS, Dept. K-149-B  
45 East 17th Street, New York 3, N. Y.**

Please rush FRENCH FORM on approval. If not delighted I may return it within ten (10) days for refund of purchase price.

☐ I enclose \$..... you pay postage.

☐ Send C.O.D., I'll pay \$..... plus postage.

Please Check ☐ Regular Girdle ☐ Panty Girdle with removable crotch

CORRECT SEND EXTRA  
SIZE please..... ME..... CROTCHES @ 49c ea.

1st color choice..... 2nd color choice.....

NAME (Print) .....

ADDRESS (Print) .....

CITY.....Zone.....State.....





Hats by **Miriam Lewis** 711 Fifth Avenue, New York



FOR  
THE  
BEST  
—BUY  
BILTMORE

"Carnation  
Carnival"

The "Flower for To-day"  
—a Carnation Carnival  
In white, pink, red, maize  
taché, white-red edge, jack  
white taché and natural  
combinations. About \$2.25.  
Smaller bouquet. About \$1.25.

**Biltmore**  
FLOWER CORP.  
64 West 36th St.  
N. Y. 18

At better stores everywhere, or write and  
we'll see that you are supplied by a store near you.

## WINTERTHUR

(Continued from page 208)

bare and the wooden chairs are hard. Step by step, in an amazingly short hundred years, one approaches the magnificence of the late eighteenth century, through pewter and earthenware to the lavish richness of Lowestoft and silver and Philadelphia Chippendale. And the scale of the museum is as unusual as the detail. There is not one Paul Revere silver tankard, but a matched set of six; not one or two sets of Lowestoft, but perhaps a hundred, including an extraordinary one painted in the Orient which shows the Declaration of Independence being signed by a group of apparently Japanese diplomats, in correct black Western clothes.

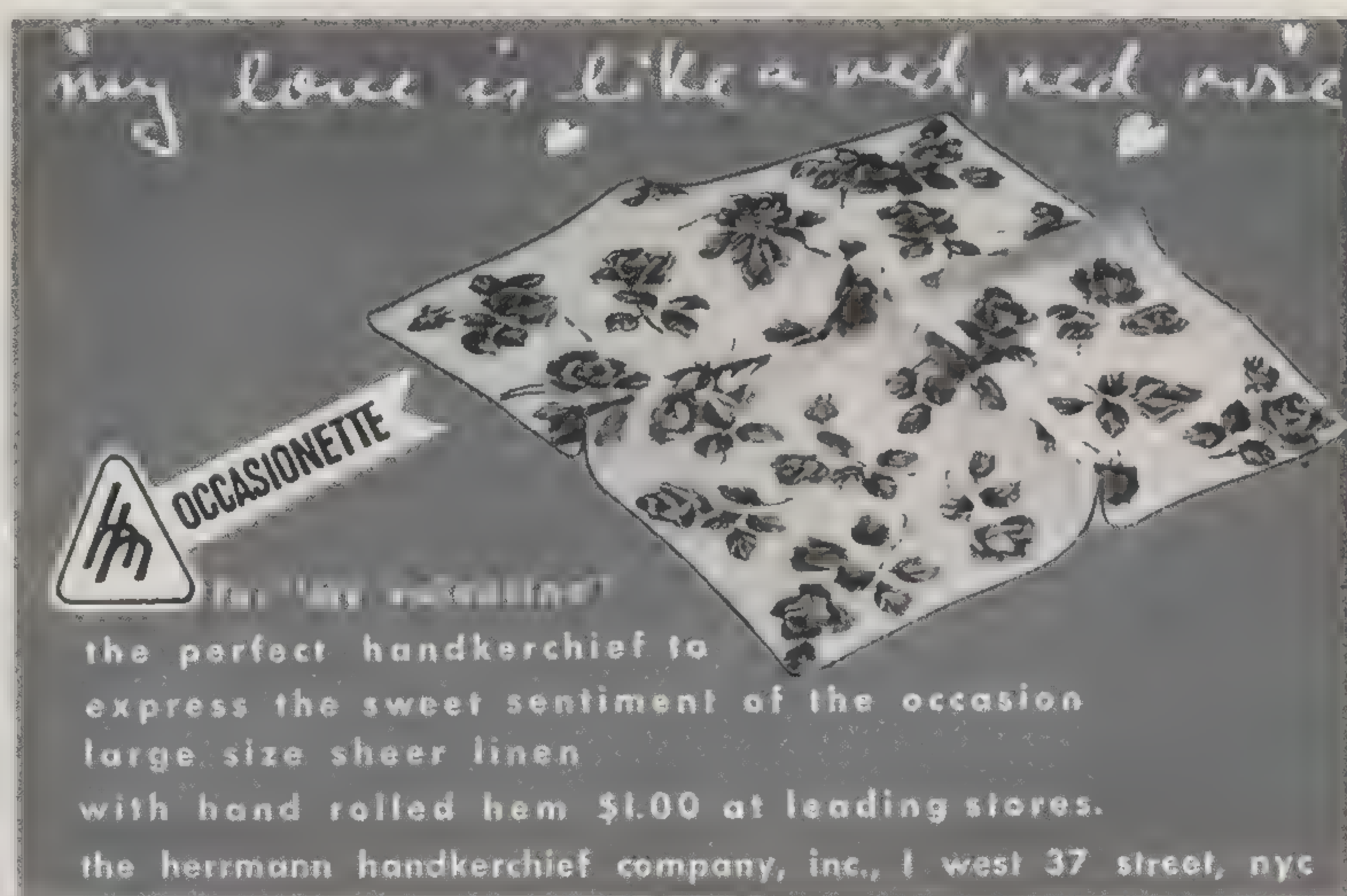
All these objects are set about on the tables and desks and sideboards in all the various rooms, as they were when Winterthur was a house and as they might have been when they were in casual, everyday use. (This is one of the reasons why visitors to the museum are escorted around in parties of four, having written in ahead to make an appointment to come.) It is all part of the illusion of immediacy that is re-created so successfully—an illusion which even modern living did not dispel. When the museum bedrooms were being used for guests, the rooms were also lighted by wired candles, as they are now, switched on in the usual place by the door. There were candles by the dressing-table mirror and a candle by the bed. (This often gave guests pause for thought and a moment's dismay. But there was a goose-necked reading light hidden in the curtains of each bed, and the bathrooms—now ripped out—were as completely of the best period as the mattresses were.)

The object of Winterthur's illusion is to re-create the stage and settings of our past, and this it does superlatively well. One has the curious feeling that history is not fact but the memory of people; and, standing in these rooms, one almost feels that one is seeing their world through contemporary eyes. These

were the things they made and lived with. This was the frame for the events they saw. The overall impression is of a people who had a native leaning—one might say almost a weakness—for simplicity, as the Italians have for grandeur and the English for luxury. There is nothing grandiose here, no tremendous flights of marble stairs, no frescoes or tapestries. Instead, there is a progressive record of taste which is always dignified because it is always unpretentious. It is a matter of solid workmanship, increasingly intricate and artistic as the years pass, but always in keeping with the lives of a fundamentally simple people, who made a record run from the wilderness and the log cabins of 1640 to the crystal-hung drawing rooms of 1750, and the stiff-legged elegance of 1840, without any apparent yearnings for splendour on the way.

A great deal has been written about the cost of all the objects in Winterthur; and there are thousands of volumes describing the decorative arts with which it is concerned. But one need not be a dealer or a connoisseur—or a decorator—in order to enjoy it all. The money involved is the least consideration, and even taste and knowledge are somehow subordinated to the whole. In most museums, the exposition of objects is the goal, and the standard is beauty or rarity. The exhibits are separated from the life and the memory of the people for whom they were made, cut off from their function. This is the cause of the usual museum chill, the dead-end trap of most collections.

Winterthur imposes a quite different set of values. However rare or expensive or beautiful the objects, one feels that they are considered important only as a record of a people. They are used to express life, and a passion for our past, as a nation and a culture. That is why it has never been either just another house or just another museum. That is why, as guests have said and curators now say, it is unique.



my love is like a red, red rose

**OCCASIONETTE**

the perfect handkerchief to  
express the sweet sentiment of the occasion  
large size sheer linen  
with hand rolled hem \$1.00 at leading stores.  
the hermann handkerchief company, inc., 1 west 37 street, nyc



## HIGH NOON IN YOUR LIFE

(Continued from page 235)

tised hours a day for years. When she married, it soon became obvious that her husband did not like the violin. "Kitty," he said to her, "why don't you write?" "I don't know," she thought, "why don't I?" That night, after she had put her two children to bed she wrote a short piece on a motorboat trip she and her husband had just taken. To her delight she sold it for five dollars. If you don't care where you get published, she insists, you can usually get into print.

I, who seem to spend my life in a series of "First times," am encouraged to remember other women who have not balked at taking the initial step. There is Leonora Speyer, a woman who also started as a violinist. When she married she gave up a concert career, had a fine brood of children, tended a great house. But rhythm was in her blood. She began to write verse. Her poems were accepted and finally she won the Pulitzer Prize. Years after, her life had again changed its pattern. She was a widow, her children long since married. Columbia University asked her if she would take a class in poetry. She was sixty-five, had never taught, but she accepted. There were five students in her first seminar. Today she is still teaching and has, the University authorities say, one of the outstanding classes in the English Department.

I also have a sister-in-law, a woman of exceptional character, perseverance, and no native talent whatever. She is the mother of five children, grandmother of many, and wife of a busy lawyer. So ardently did she believe in the creative ability of women that she started to do research on the subject. She found that she had to go back to the very dawn of the human race. Her notes began to take shape. It took her fifteen years but there was a book, an absorbing and original document. It was published under the name *Music and Women* by Sophie Drinker. So remarkably had Sophie mastered a little-known subject that Smith College honoured her with a degree for her work.

Not long ago a friend of mine and her young grandson were visiting us at Eze in the south of France. Our village is shamelessly picturesque. Mary looked down the front street.

"Let's try and paint it," she said to me. We bought paint and canvases in Nice, used dinner plates for palettes. All we knew about painting was that blue and yellow mixed made green.

Mary went steadily on from that day. Taste she had, but no facility for drawing, no more sense of perspective than an Italian primitive. Work in class taught her. Since that first attempt she has had exhibitions in New York, sold her pictures, and immeasurably enriched her life.

If neither writing nor the arts is the answer for us, there are other paths to take. We can teach until we are a hundred if we are so minded. Caroline Duer began to teach *découpage* when she was seventy-five. Today at eighty-odd she finds her classes more popular than ever.

Or a woman may say, "The only thing I can do really well, or like to do, is cook." Good cooking is a public benefit, a crying need, an art. Let this gifted being do more than just cook for her family. All the young women in the country have to learn to cook today; they need teachers, whether in a schoolroom, the Community House, or on TV.

Other women know how to sew. Here is a second domestic virtue which has come into its own again with the high cost of living. Women are flocking to sewing classes. Let the housewife who can cut, design, do fine sewing, or knit, gather some pupils into her own house, or try to market what she can make—and earn the intense satisfaction derived from the evidence that someone is willing to pay for her skill.

There is one field, however, about which we may know little. It is the broad field of government. We are vitally needed in politics and are still conspicuously absent, although quite brisk with criticism of our government and always ready to say what a deplorable pass things have come to. Middle age strikes the hour when we can take up the responsibilities of holding some elective office. It will call upon all our courage, our perseverance and our optimism. Few of us will, like Margaret Chase Smith, reach the U. S. Senate, but we may be elected tree warden of our village. The list of opportunities open to us is without end.

## NEIGE STOCKINGS

The following is a list of stores throughout the country, and in Canada, where the Bryan stockings shown on page 179 may be found.

Atlanta, Ga.....Davison-Paxon Co.  
Baltimore, Md.....Hochschild, Kohn & Co.  
Beaumont, Tex.....White House Dry Goods Co.  
Birmingham, Ala.....Loveman, Joseph & Loeb  
Boston, Mass.....Bonwit Teller  
Buffalo, N. Y.....The William Hengerer Co.  
Chattanooga, Tenn.....Loveman's  
Chicago, Ill.....Bonwit Teller  
Cincinnati, Ohio.....Mabley & Carew  
Cleveland, Ohio.....The Higbee Co.  
Colorado Springs, Colo.....Kaufman's  
Corpus Christi, Tex.....Lichtenstein's  
Dallas, Tex.....Neiman-Marcus  
Dayton, Ohio.....The Rike-Kumler Company  
Detroit, Mich.....Himelhoch Bros. & Co.  
Fort Wayne, Ind.....Wolf & Dessauer  
Hartford, Conn.....Sage-Allen & Co.  
Houston, Tex.....The Fashion  
Indianapolis, Ind.....L. S. Ayres & Company  
Jacksonville, Fla.....Levy's  
Kansas City, Mo.....Harzfeld's, Inc.  
Los Angeles, Calif.....Bullock's Downtown  
Los Angeles, Calif.....Bullock's Westwood  
Louisville, Ky.....The Stewart Dry Goods Co.  
Lubbock, Tex.....Hemphill-Wells Co.

Memphis, Tenn.....Lowenstein's  
Miami, Fla.....Burdine's  
Milwaukee, Wis.....Smartwear-Emma Lange, Inc.  
Minneapolis, Minn.....The Dayton Company  
Nashville, Tenn.....Cain-Sloan Co.  
New Orleans, La.....Maison Blanche Co.  
New York, N.Y.....Bonwit Teller  
Pasadena, Calif.....Bullock's Pasadena  
Philadelphia, Pa.....Strawbridge & Clothier  
Phoenix, Ariz.....Switzer's  
Pittsburgh, Pa.....Joseph Horne Co.  
Portland, Ore.....Lipman Wolfe & Co.  
Richmond, Va.....Thalhimer's  
Rochester, N.Y.....B. Forman Co.  
Salt Lake City, Utah.....Zion's Co-operative Mercantile Institution  
San Antonio, Tex.....Frost Bros.  
San Francisco, Calif.....Ransohoffs Inc.  
St. Paul, Minn.....Field-Schlick, Inc.  
St. Petersburg, Fla.....Maas Bros.  
Tampa, Fla.....Maas Bros.  
Tulsa, Okla.....Seidenbach's  
Washington, D. C.....Julius Garfinckel & Co.  
Montreal, Canada.....T. Eaton Co., Ltd.



...THE ACCEPTED SYMBOL

*For fit, for comfort*

For fit that's magically flattering, comfort that's positively pampering—look for the label that says Life by Formfit! Only LIFE BRAS by Formfit are "Triple Fitted" to you. Proportioned to (1) your bust size, (2) your cup size, (3) your separation—wide, medium or narrow. And LIFE GIRDLE alone gives you Formfit's *tailored-in* control that slims the waist. Trims and smooths hips and thighs. With free-action comfort all the way! LIFE BRA working with LIFE GIRDLE. The secret of A Sweetheart of a Figure! Be fitted and see, at any of the better stores. You'll know then why more women demand Formfit than any other make.

Life Bras from \$1.25 Life Girdles from \$8.95

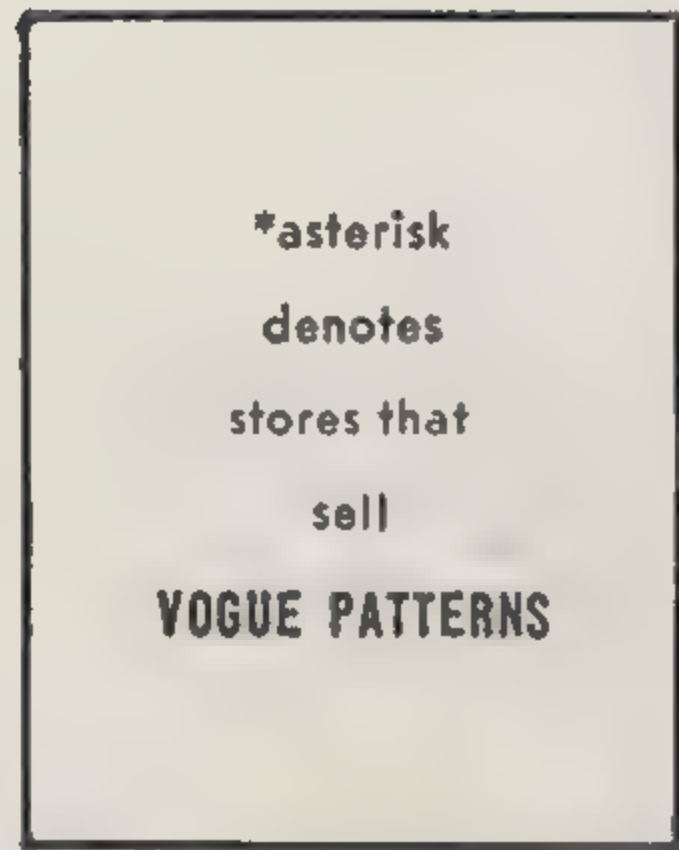
*For a Sweetheart of a Figure*

THE FORMFIT COMPANY, CHICAGO, NEW YORK



# VOGUE'S BUYING GUIDE

Vogue's Buying Guide tells you where you can buy the fashion merchandise advertised. Under each illustration is the page number where the merchandise is shown. To find where you can buy it, look up the stores listed in your state or city. The numbers opposite each store indicate the page numbers of the merchandise they carry. You will appreciate, of course, that it is impossible for a store to maintain a complete range of sizes and colors in stock at all times. Here are the stores selected by Vogue in shopping centers in every state. We'd like to list all stores, but space prevents. So if no store is given, write the advertiser to learn where his merchandise can be bought.



2ND COVER



PAGE 2



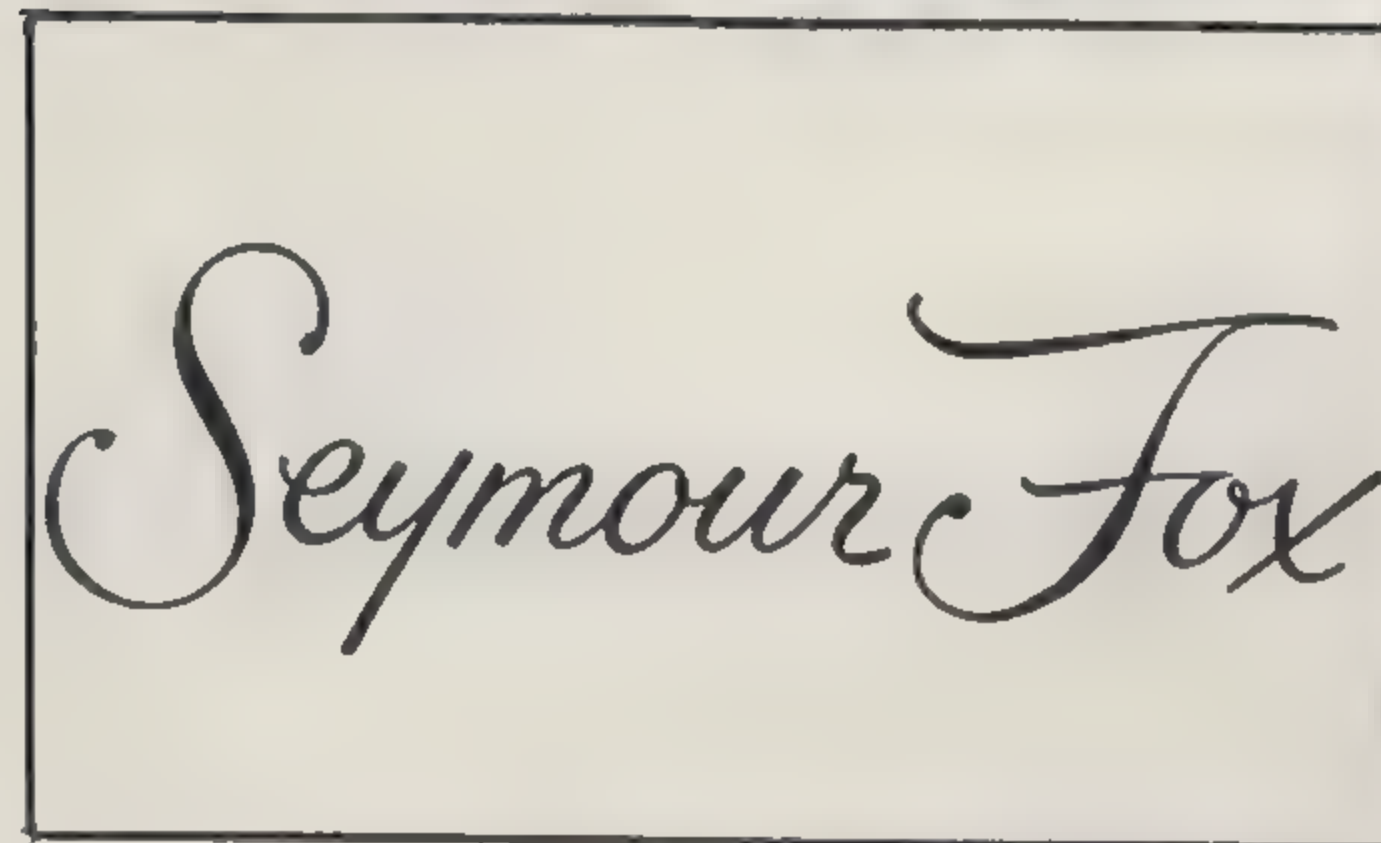
PAGE 4



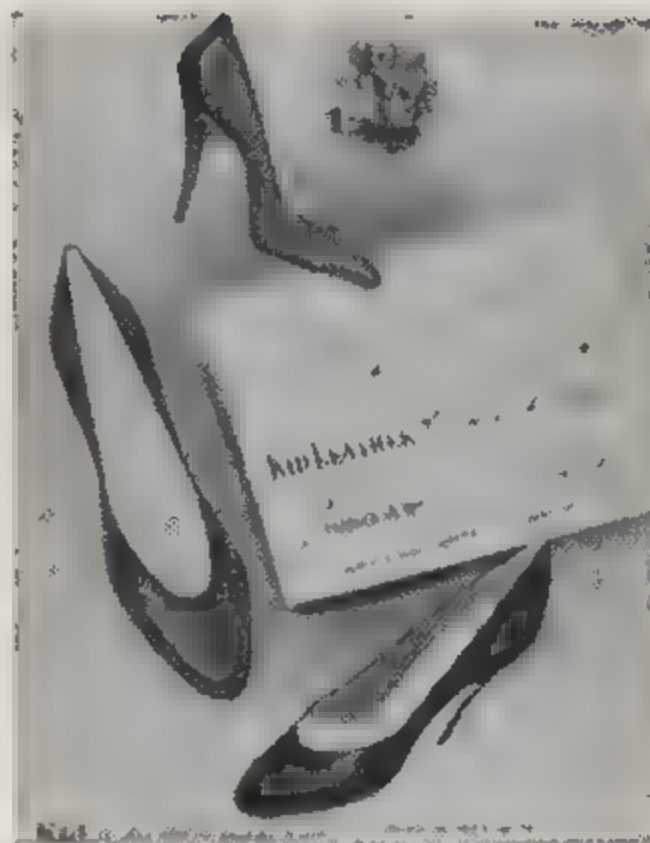
PAGE 6



PAGE 10



PAGES 14-15



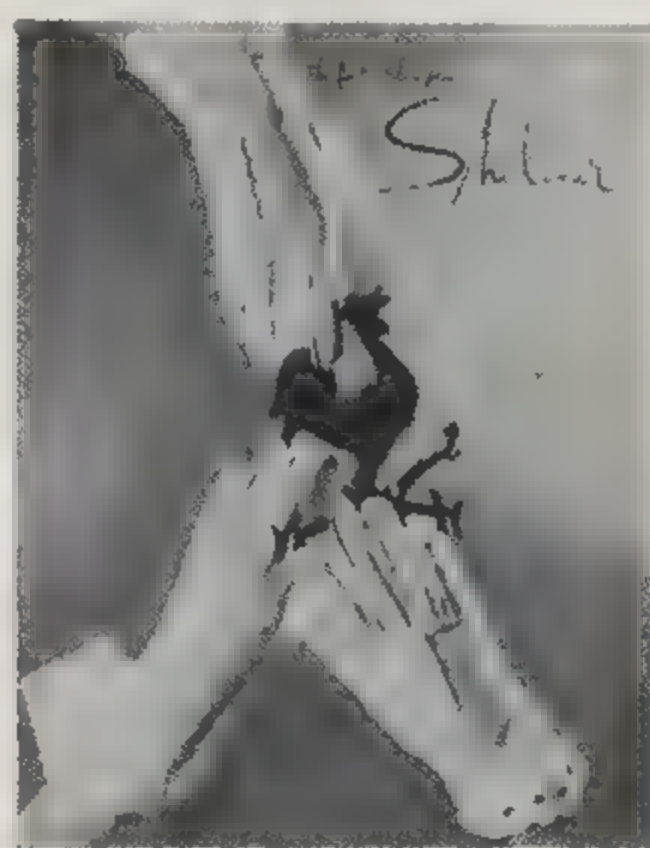
PAGE 18



PAGE 19



PAGE 20



PAGE 25



PAGE 26



PAGE 27



PAGE 30



PAGE 33



PAGE 34



PAGE 37



PAGE 40



PAGE 42



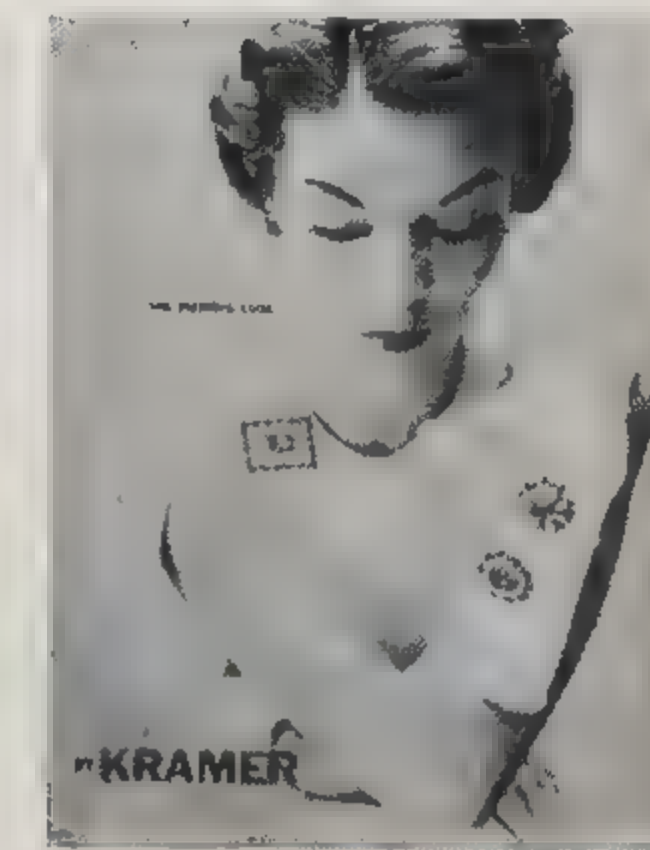
PAGE 46



PAGE 49



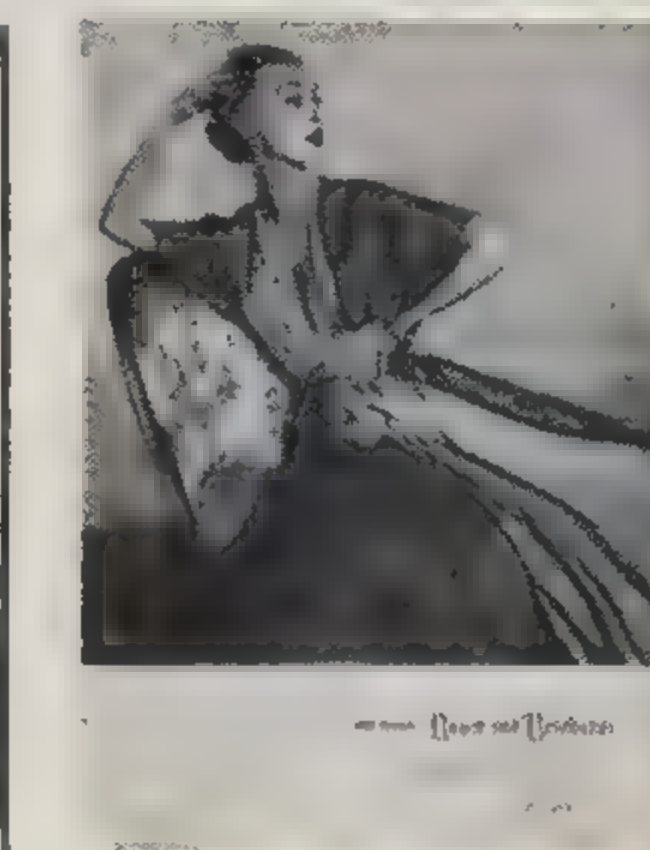
PAGE 50



PAGE 51



PAGE 56



PAGE 57

## ALABAMA

**BIRMINGHAM** J Blach & Sons 27, 34, 56, 59, 75, 84, 99, 102, 113, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

## ARIZONA

**GLOBE** Lucille 76, 115  
**PHOENIX** Goldwaters\* 2, 4, 30, 33, 46, 49, 56, 57, 59, 71, 75, 76, 79, 84, 85, 88, 102, 112, 113, 115, 121, 122, 123, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

## ARKANSAS

**FORT SMITH** Boston Store Dry Goods Co\* 27, 33, 49, 50, 51, 56, 59, 74, 75, 76, 78, 85, 88, 100, 102, 115, 120, 122, 131  
**LITTLE ROCK** The Gus Blass Co\* 46, 59, 72, 84, 85, 112, 119, 121, 122, 135  
**The M M Cohn Co\*** 4, 26, 27, 37, 40, 49, 51, 57, 59, 71, 75, 76, 84, 88, 97, 99, 101, 115, 116, 119, 120, 124  
**Pfeifers of Arkansas\*** 25, 33, 49, 50, 51, 59, 74, 79, 84, 100, 121, 122, 124, 125, 131

## CALIFORNIA

**BAKERSFIELD** Malcolm Brock Co\* 51, 59, 59, 72, 79, 99, 101, 102, 112, 115, 116, 121, 126  
**BERKELEY** J F Hinks & Son\* 59, 72, 76, 105, 112, 115, 116, 122, 126  
**ROOS BROS** 26, 49, 84, 120  
**BEVERLY HILLS** I Magnin & Co 6, 10, 19, 30, 33, 37, 40, 42, 59, 72, 84, 85, 88, 100, 121, 122, 131  
**Saks Fifth Avenue** 4, 14, 15, 33, 49, 51, 57, 59, 71, 72, 74, 88, 102, 115, 120, 121, 123, 124, 135



Yowell Drew Ivey\* 33, 49, 50, 51, 56, 72, 76, 79, 99, 116, 121, 122, 124, 125  
**ST PETERSBURG** Maas Brothers\* 2, 33, 49, 51, 59, 74, 75, 79, 100, 106, 112, 115, 116, 121, 122, 124, 126, 135  
 Wilson Chase\* 50, 56, 101  
 Rutland Brothers 49, 122  
**SARASOTA** The Sport Shop 100, 115  
 Stevensons 76, 79, 88  
**TAMPA** O Finks Dept Store 2, 20, 50, 56, 59, 74, 105, 122, 129  
 Maas Brothers\* 2nd C, 18, 33, 49, 51, 59, 74, 79, 84, 106, 112, 115, 116, 121, 122, 124, 126, 135  
 Sherman's 46  
**WEST PALM BEACH** Anthony 49, 56, 74, 76, 100, 121  
 Burdines\* 46, 51, 59, 72, 85, 115, 122, 135

## GEORGIA

**ATLANTA** J P Allen & Co 18, 27, 40, 42, 49, 51, 57, 59, 72, 79, 100, 113, 121, 122, 131  
 Davison Paxon\* 2nd C, 2, 4, 6, 25, 26, 27, 34, 46, 50, 56, 59, 72, 74, 84, 102, 105, 106, 119, 120, 121, 122, 123  
 Leon Frohman 10, 97  
 Richs Inc\* 2nd C, 20, 26, 33, 37, 49, 50, 59, 72, 74, 76, 84, 88, 99, 101, 102, 104, 105, 112, 113, 115, 116, 121, 122, 124, 126, 135  
 Franklin Simon 4, 19, 59, 72, 92, 99, 105, 126  
**AUGUSTA** Cullums 20, 25, 33, 40, 51, 74, 76, 88, 100, 121  
 Davisons\* 2, 26, 50, 59, 84, 102, 108, 120, 122  
 Frank Goldberg Co 10, 49, 59, 79, 99, 122  
 J B White & Co 115, 129  
**COLUMBUS** Davison Paxon Co\* 25, 26, 49, 59, 72, 101, 122, 123  
 J A Kirven\* 2, 27, 40, 50, 59, 72, 84, 102, 115, 116, 121, 122  
 Kiralfys 49, 56, 72, 102, 122  
**MACON** Burden Smith & Co 50, 101, 116, 122  
 Davison Paxon Co\* 2, 25, 26, 33, 49, 50, 59, 72, 79, 106, 115, 120, 122, 123, 124  
**SAVANNAH** Leopold Adler\* 50, 57, 59, 76, 79, 88, 115, 122, 124, 135  
 Fines 37, 48, 74, 84, 85, 99, 119, 121  
 Levys of Savannah 14, 27, 30, 40, 51, 56, 72, 74, 100, 116, 120, 122

## IDAHO

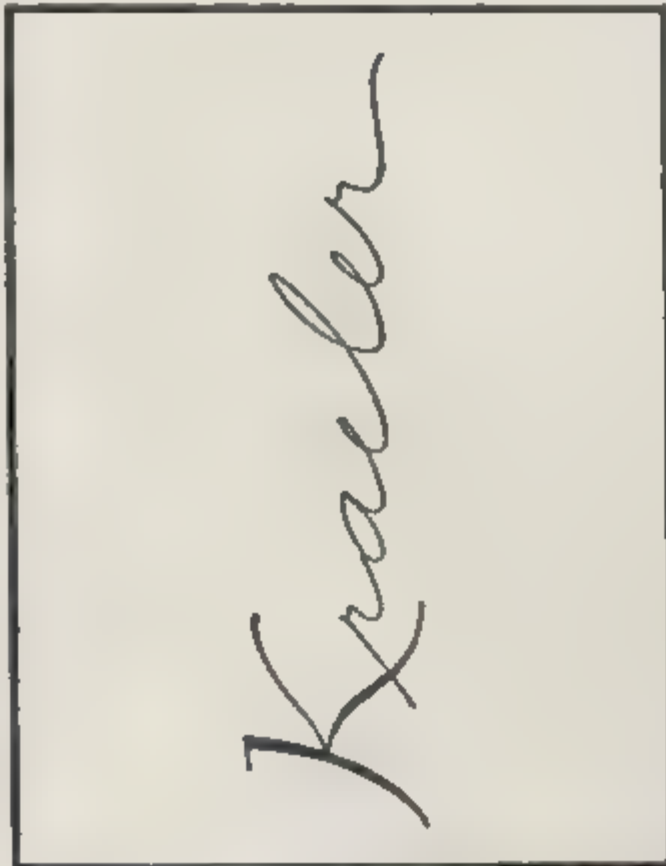
**BOISE** C C Anderson 50, 79  
 Falk Mercantile\* 56, 59, 74, 102, 115, 116, 122  
 The Mode\* 33, 59, 74, 84, 100, 101, 121, 131

## ILLINOIS

**AURORA** Leitz & Grometer 25  
 Sencenbaugh\* 26, 27, 79, 115, 121, 123, 124  
**BLOOMINGTON** W H Roland Co 26, 42, 51, 59, 74, 101, 115, 116, 121, 122  
**CHAMPAIGN** W Lewis & Co 25, 74, 76, 79, 115, 116  
**CHICAGO** Best & Company 59, 72, 84, 115, 123, 124  
 Blums Regie 10, 14, 15, 30, 33, 72, 84, 85, 113, 117, 122, 124, 130  
 Carson Pire Scott & Co\* 2, 4, 20, 33, 42, 50, 51, 59, 72, 74, 75, 76, 79, 99, 101, 104, 105, 121, 122, 124, 125, 135  
 Marshall Field & Co\* 4, 18, 19, 20, 25, 26, 27, 33, 40, 49, 56, 59, 71, 74, 99, 102, 113, 116, 121, 122, 123, 124, 126, 131  
 The Fair\* 25, 59, 72, 105, 121  
 Mandel Bros\* 37, 46, 59, 72, 74, 92, 99, 106, 117, 119, 121, 122  
 Morris B Sachs 74, 121, 129  
 Saks Fifth Avenue 4, 6, 33, 49, 50, 71, 72, 74, 88, 102, 115, 120, 121, 122, 123, 124  
 Chas A Stevens & Co\* 2nd C, 4, 19, 25, 33, 49, 51, 57, 59, 62, 74, 76, 100, 121, 122, 124  
 Martha Weathered Shops 33, 59, 71, 121, 124  
**DANVILLE** Block & Kuhl Co\* 59, 72, 122, 126  
 Meis Bros 50, 51, 88, 100, 115, 116, 122, 124, 126  
 Parisian 33, 56, 99, 102, 106, 122, 135  
**DECATUR** Block & Kuhl Co 59, 102, 121, 122, 126  
 Linn & Scruggs Co\* 25, 51, 74, 79, 115, 116, 121, 122  
 Semmels 6, 10, 49, 59, 76, 88, 105, 131  
**ELGIN** Block & Kuhl Co 59, 122, 126  
 Joseph Spless\* 2nd C, 25, 26, 50, 76, 79, 115, 123, 124  
**EVANSTON** Bramson 4, 19, 33, 40, 49, 51, 62, 71, 74, 79, 84, 88, 100, 115, 121, 123, 124, 129, 131, 135  
 Marshall Field & Co\* 4, 25, 26, 27, 56, 59, 74, 102  
 Lords\* 59, 74, 101, 105  
 Ruth McCullough 46  
**HIGHLAND PARK** Peggy Gordon Shop 33, 40, 49, 115, 123, 124  
**OAK PARK** Bramsons 6, 10, 19, 33, 40, 49, 51, 62, 71, 74, 79, 84, 88, 100, 121, 123, 124, 129, 131  
 Gilmore Bros\* 4, 33, 46, 76, 84, 115, 122, 135  
**PEORIA** Block & Kuhl Co\* 27, 33, 56, 59, 72, 74, 79, 88, 99, 102, 105, 112, 121, 122, 123, 126, 131  
 P A Bergner 25, 26, 27, 49, 72, 76, 92, 97, 100, 101, 115, 121, 122, 126  
**ROCKFORD** Block & Kuhl Co 59, 74, 106, 122, 126



PAGE 97



PAGE 99



PAGE 100



PAGE 101



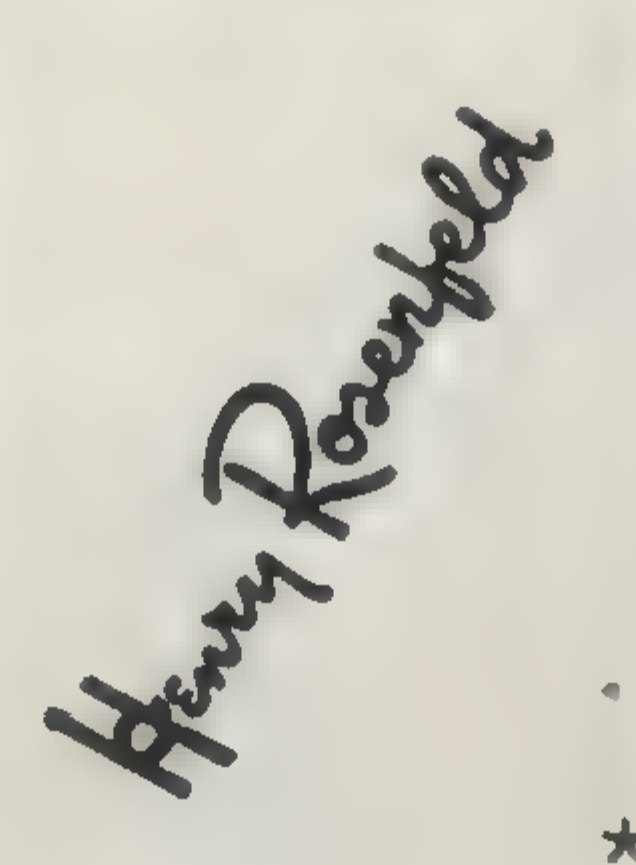
PAGE 106



PAGE 112



PAGE 113



PAGE 115

## LOUISIANA

**BATON ROUGE** The Dalton Co\* 27, 46, 49, 50, 59, 72, 74, 84, 99, 101, 120, 121, 123  
 Goudchaux 51, 74, 76, 121, 122, 131  
 Rosenfield Dry Goods Co 33, 49, 59, 79, 115, 121, 124, 133  
**LAKE CHARLES** The Fashion 10  
**NEW ORLEANS** Goudchaux 4, 6, 19, 51, 59, 60, 71, 72, 79, 85, 99, 102, 122, 131  
 D H Holmes Co\* 18, 26, 27, 33, 50, 60, 62, 70, 72, 84, 92, 105, 115, 116, 121, 122, 124, 125, 135  
 Kreeger Store 4, 18, 33, 40, 49, 50, 59, 72, 74, 75, 76, 99, 100, 105, 113, 120, 121, 122, 124, 125, 135  
 Maison Blanche Co\* 2nd C, 51, 57, 59, 74, 84, 100, 102, 105, 112, 119, 121, 122, 126  
 Mayer Israels 2nd C, 4, 59, 74, 101, 121, 122  
 Gus Mayer Co 14, 15, 30, 46, 49, 50, 72, 74, 84, 88, 102, 113, 120, 121, 123  
**SHREVEPORT** The Fashion 4, 33, 40, 49, 51, 72, 74, 85, 88, 100, 105, 115, 117, 121, 124  
 Goldrings 4, 6, 19, 30, 57, 71, 72, 79, 99, 105, 121, 131  
 Hearne Dry Goods Co\* 4, 49, 50, 76, 102, 105, 121, 122  
 Rubenstein Bros\* 2nd C, 59, 74, 122

## MAINE

**PORTLAND** Grant Knowles 2  
 J E Palmer Co 26, 72, 79, 84, 121, 125  
 Porteous Mitchell & Braun Co\* 20, 25, 28, 49, 59, 74, 76, 115, 116, 121, 122

## MARYLAND

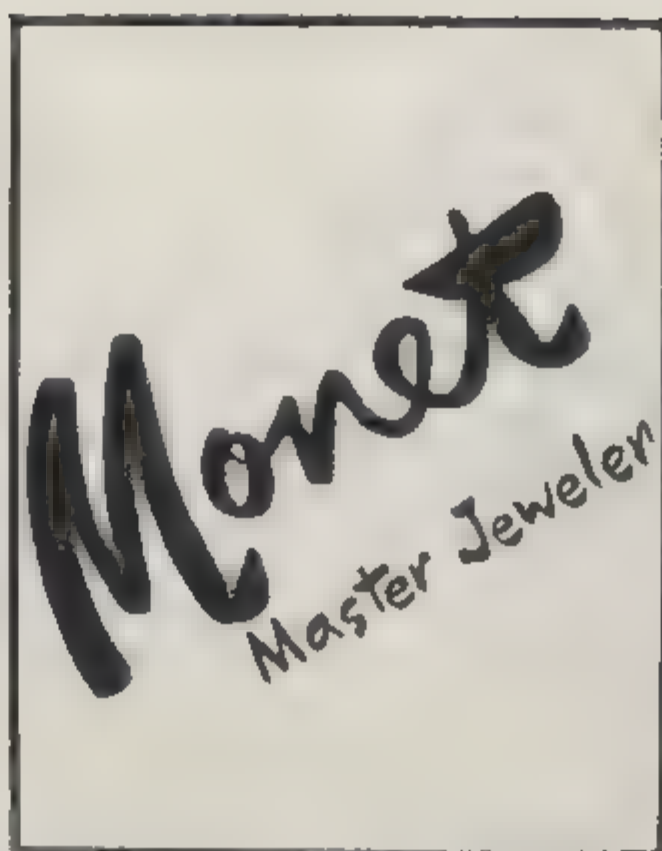
**BALTIMORE** Hochschild Kohn & Co\* 2nd C, 25, 46, 49, 50, 59, 62, 72, 76, 99, 104, 105, 121, 122, 129, 135  
 The Hub 25, 50, 59, 122  
 Huters\* 10, 122, 126, 131  
 112, 116, 117, 123, 42, 88, 100, 106, 122, 122  
 The May Co\* 59, 60, 72, 74, 106, 112, 122  
 O'Neill & Co\* 6, 25, 59, 70, 74, 84, 99, 104, 121, 122, 124  
 Schleisner Co 2nd C, 2, 25, 27, 33, 49, 51, 59, 72, 84, 119, 121, 122, 124, 130, 131  
 Stewart & Co\* 20, 25, 59, 72, 74, 99, 113, 121, 122, 125  
**HAGERSTOWN** Leiter Bros\* 20, 50, 101, 115, 122

## MASSACHUSETTS

**BOSTON** Bonwit Teller 4, 6, 33, 56, 59, 71, 72, 88, 113, 120, 121  
 Chandlers 20, 25, 50, 59, 72, 105, 121, 126  
 Wm Filenes Sons Co 4, 15, 19, 25, 26, 33, 49, 51, 56, 59, 71, 72, 74, 101, 102, 105, 112, 113, 117, 119, 121, 122, 123, 124, 126  
 C Crawford Hollidge 26, 34, 51, 57, 59, 72, 84, 100, 117, 122, 135  
 Jays Inc 49, 99, 121, 122  
 Jordan Marsh Co\* 18, 2, 40, 49, 50, 51, 59, 72, 79, 97, 105, 106, 116, 119, 121, 122, 126, 131  
 E T Slattery Co 26, 33, 72, 84, 102, 104, 115, 122, 124  
 R H Stearns Co\* 14, 46, 50, 72, 122, 124  
 R H White Co\* 59, 72, 74, 122  
**BROOKLINE** Edett's 10  
**FALL RIVER** Cherry & Webb 25, 99, 101, 115, 121, 122, 125  
 R A McWhir Co\* 49, 122  
**HOLYOKE** A Steiger & Co 25, 115, 122, 125  
**LOWELL** The Bon Marche\* 116, 121, 122  
 Cherry & Webb 25, 50, 74, 99, 101, 115, 121, 122, 125  
**LYNN** Burrows & Sanborn 115  
 Goddard Bros 12  
 T W Rogers 76, 105, 122, 125  
**NEW BEDFORD** Lloyds 2, 6, 10, 46, 59, 62, 74, 100, 121, 123  
 New Bedford Dry Goods\* 76, 115, 122  
**NORTH ADAMS** Esther Ryan 6, 115, 131  
**NORTHAMPTON** McCallums\* 101, 115, 122  
**PITTSFIELD** England Brothers Inc 49, 59, 105, 115, 116, 121, 122  
**SALEM** The Royal 10  
**SPRINGFIELD** Forbes & Wallace\* 4, 6, 26, 34, 51, 59, 72, 74, 76, 79, 99, 101, 115, 116, 121, 122, 135  
 Albert Steiger Co\* 25, 72, 84, 106, 121, 122, 129  
 Josephine Smith 46  
**WORCESTER** Denholm & McKay Co\* 4, 25, 56, 74, 92, 99, 115, 121, 122  
 Wm Filenes Sons Co 25, 26, 59, 72, 121, 122  
 Richard Healy Co 2, 20, 49, 51, 59, 72, 74, 84, 88, 104, 121, 122  
 John C MacInnes Co\* 76, 101, 119, 122, 125  
 UHans 2nd C, 6, 33, 40, 79, 85, 100, 121, 123, 124

## MICHIGAN

**ANN ARBOR** Goodyears\* 6, 40, 46, 56, 59, 74, 76, 99, 102, 105, 115, 116, 121, 122, 131  
 Jacobsons 4, 26, 62, 74, 75, 100, 123  
 Hutzel's 10  
**BATTLE CREEK** Jacobsons\* 2nd C, 4, 26, 59, 74, 75, 100, 123  
 L W Robinson Co 27, 50, 101, 115, 122  
**BIRMINGHAM** Jacobsons 4, 26, 62, 74, 75, 100, 115, 123  
**DETROIT** Crowley Milner Co\* 50, 59, 74, 92, 105, 116, 121, 122, 126



PAGE 59



PAGE 60



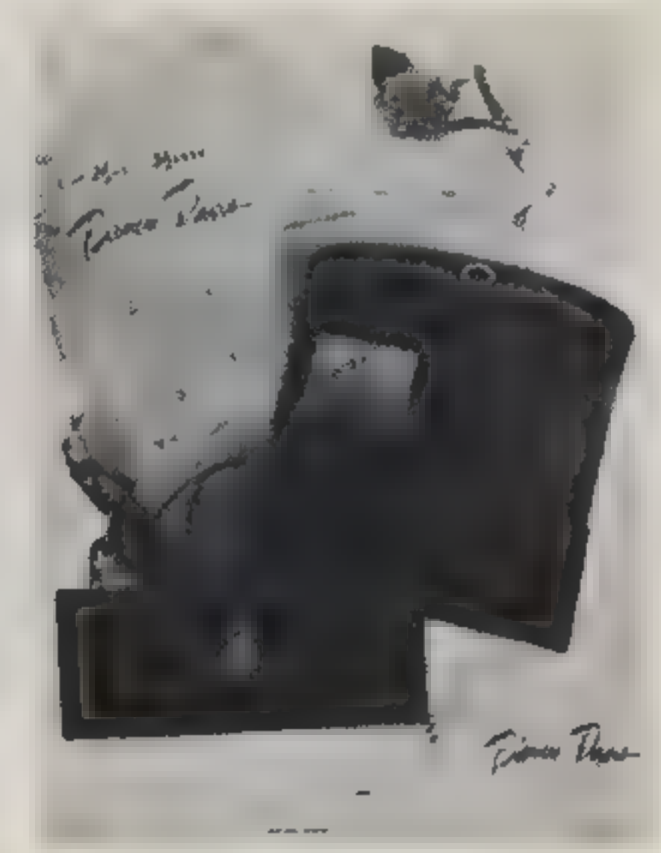
PAGE 62



PAGE 70



PAGE 71



PAGE 72



PAGE 74



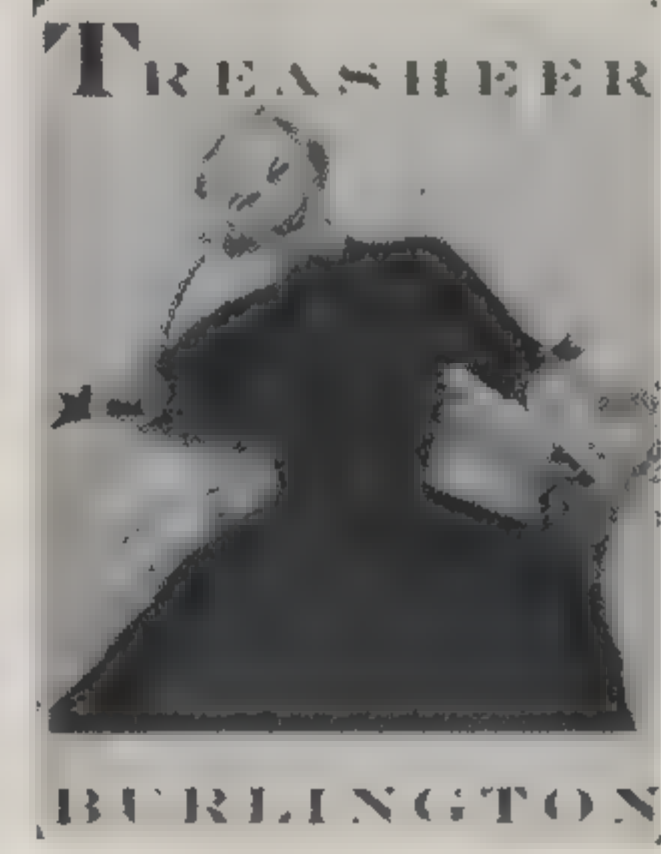
PAGE 75



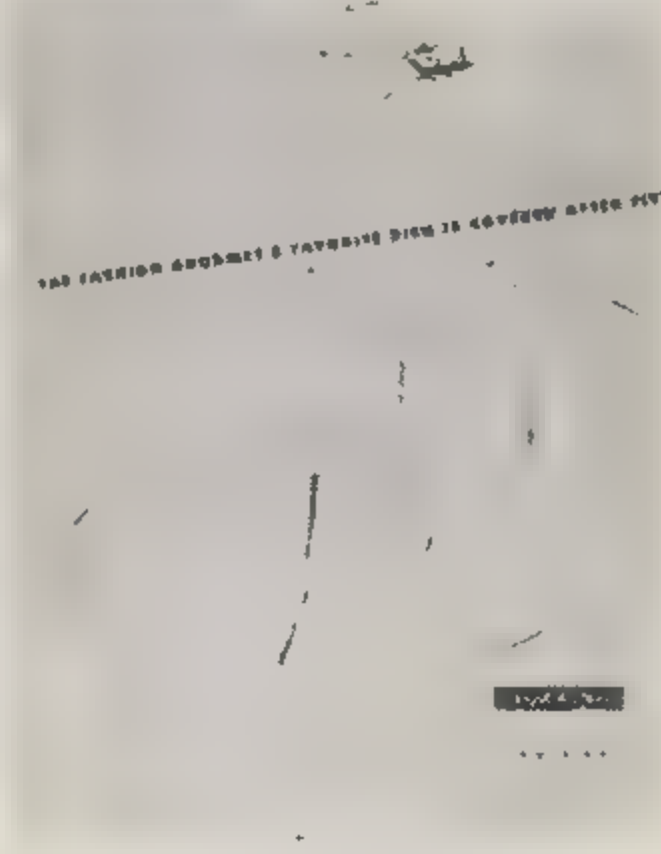
PAGE 76



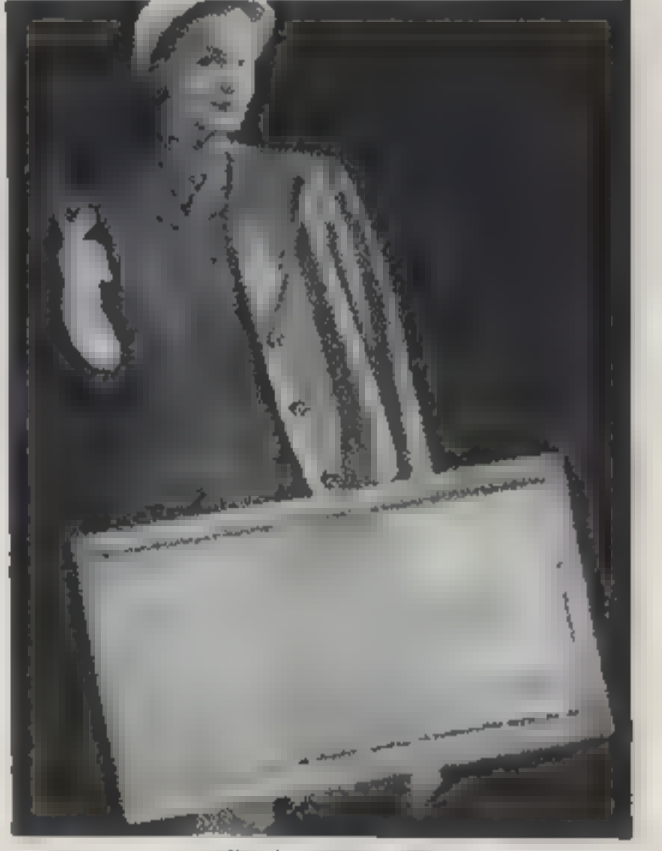
PAGE 79



PAGE 84



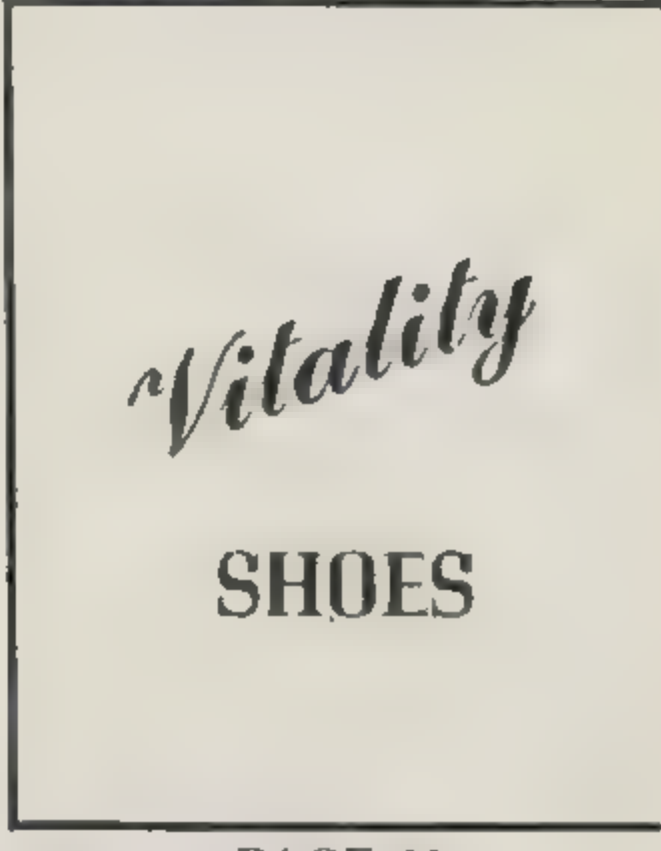
PAGE 85



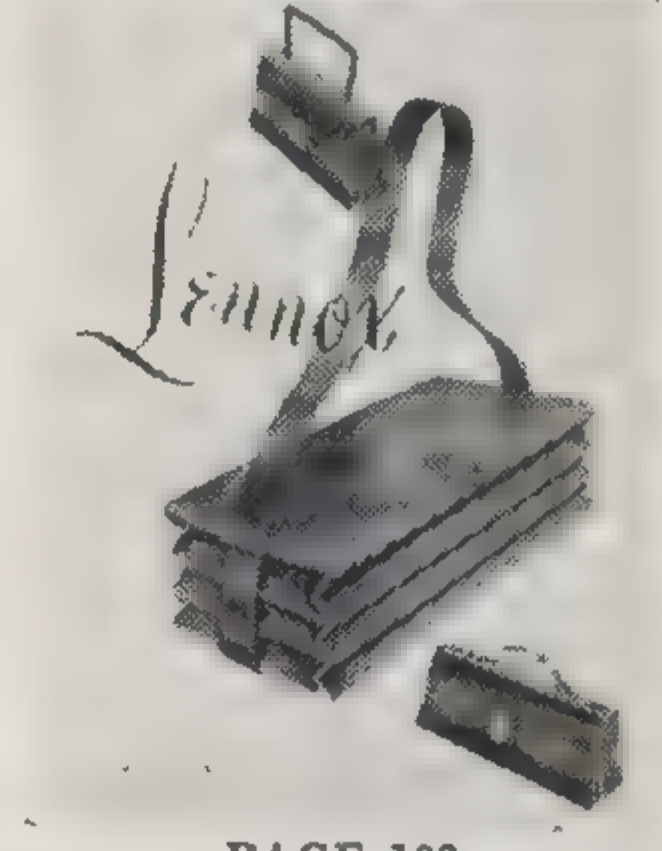
PAGE 88



PAGE 89



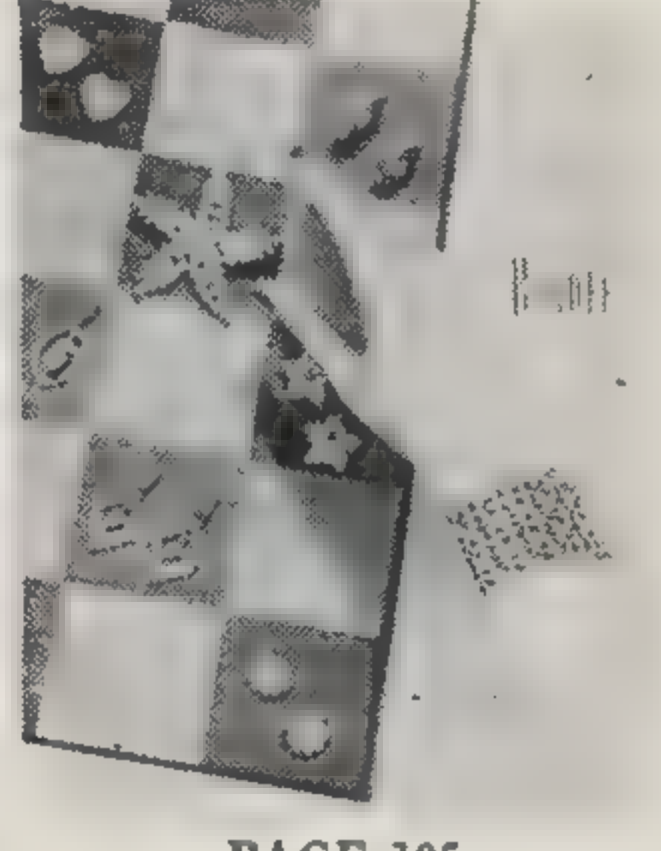
PAGE 92



PAGE 102



PAGE 104



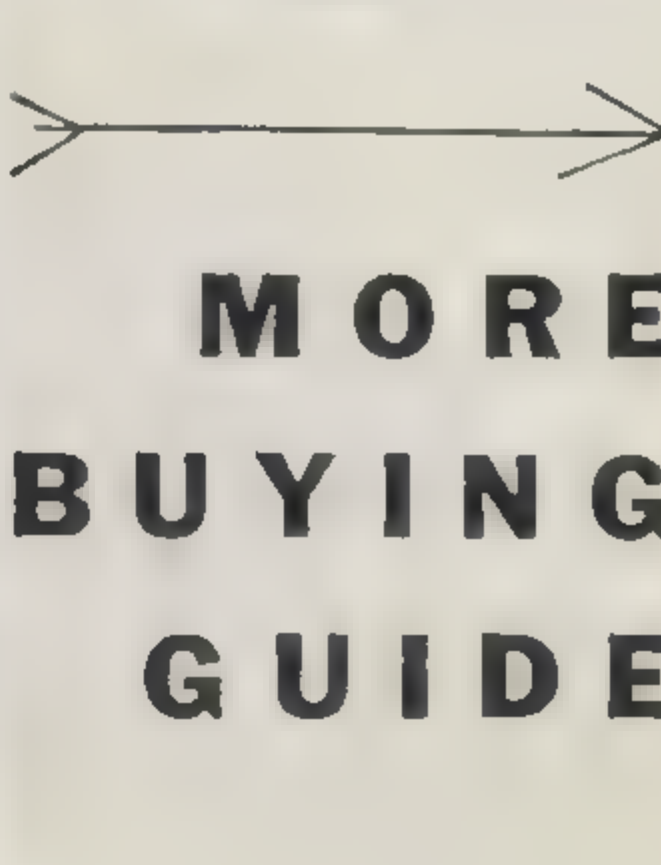
PAGE 105



PAGE 116



PAGE 117



PAGE 117

MORE  
BUYING  
GUIDE





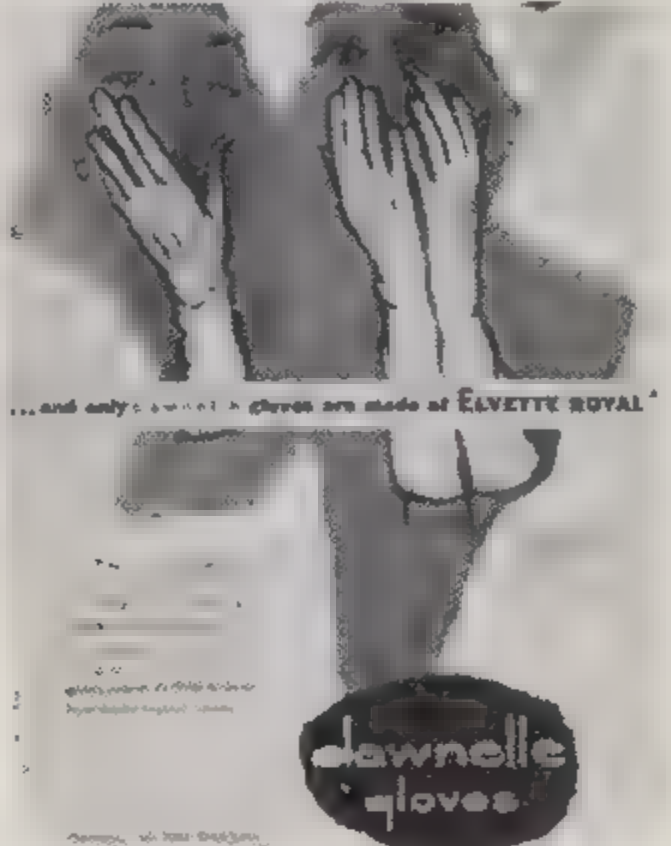
PAGE 119



PAGE 120



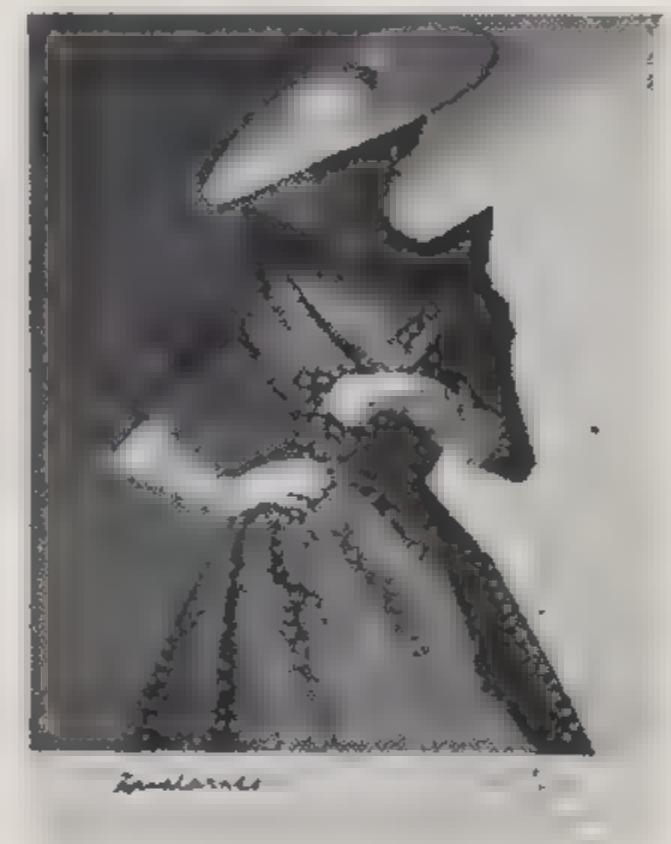
PAGE 121



PAGE 122



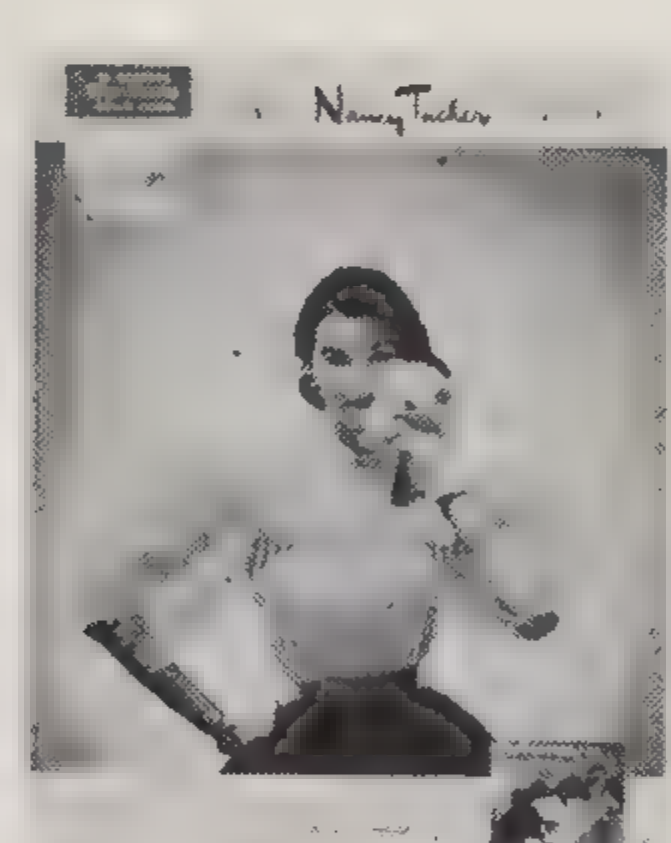
PAGE 123



PAGE 124



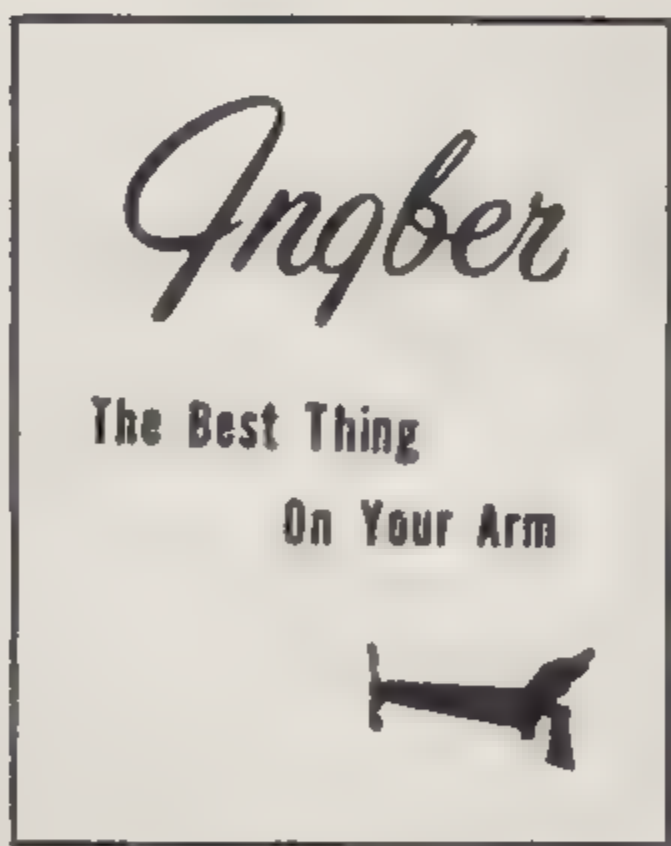
PAGE 125



PAGE 126



PAGE 129



PAGE 130



PAGE 131



PAGE 135

D J Healy Shops 4, 25, 27, 59, 72, 75, 84, 105, 121, 122  
Himelreich Brothers & Co 2nd C, 2, 4, 27, 33, 42, 51, 58, 37, 39, 72, 71, 79, 84, 100, 102, 101, 105, 113, 121, 122, 124, 135  
The J L Hudson Co\* 26, 37, 84, 117  
The Ernst Krenn Co\* 27, 59, 60, 72, 99, 121, 122, 126  
Saks Fifth Avenue 4, 14, 15, 33, 49, 59, 71, 72, 74, 102, 115, 120, 121, 122, 123, 124, 125  
Rollins 4, 18, 27, 33, 72  
B Siegel Co 25, 30, 40, 42, 46, 49, 50, 59, 71, 72, 74, 84, 97, 100, 102, 119, 121, 131  
FLINT Herbert N Bush\* 25, 75, 84, 101, 115, 123  
Duckwitz Shop 74, 76, 79  
GRAND RAPIDS Herpolzheimer Co\* 4, 18, 59, 74, 79, 105, 116, 121, 122  
Jacobsons 2nd C, 62, 74, 75, 100, 123  
Paul Steketee & Sons\* 4, 23, 26, 50, 51, 59, 72, 76, 84, 97, 99, 112, 121, 122  
The Strauss Shop 33, 37, 40, 49, 85, 88, 100, 121, 124, 131  
The Weizburg Co\* 4, 6, 27, 56, 59, 59, 72, 102, 115, 121, 122  
Yagers 4, 46, 49, 56, 72  
GROSSE POINTE Jacobsons 2nd C, 4, 26, 59, 62, 74, 75, 100, 115, 123  
JACKSON The Elaine Shop 2, 27, 33, 40, 51, 56, 74, 76, 84, 102, 115, 116, 124, 135  
L H Field Co\* 25, 122  
Jacobsons 2nd C, 4, 26, 62, 74, 75, 100, 123  
KALAMAZOO Gilmore Bros\* 4, 26, 59, 51, 59, 74, 75, 76, 79, 102, 113, 122  
LANSING The F N Arbaugh Co 92, 101, 105, 123  
Jacobsons 2nd C, 62, 74, 75, 123  
J W Knapp Co\* 25, 26, 56, 59, 99, 102, 105, 115, 116, 122, 129  
Style Shop 4, 10, 27, 33, 59, 74, 75, 76, 79, 88, 121, 124, 131  
MUSKEGON Hardy Herpolzheimer\* 25, 74, 79, 115, 116, 121, 122  
PONTIAC Arthurs 50, 79, 100, 121, 123  
Waites\* 56, 74, 115, 116, 122  
SAGINAW Jacobsons 26, 62, 74, 75, 100, 123  
Wm C Weichmann Co\* 50, 115, 116, 122

## MINNESOTA

DULUTH Bruen Dennis 99, 102  
Duluth Glass Block Store\* 50, 51, 59, 76, 122, 126  
Orecks 4, 10, 26, 40, 59, 62, 74, 76, 84, 115, 116, 117, 121  
E F Walsh\* 4, 26, 59, 124, 131  
MINNEAPOLIS The Dayton Co\* 2, 4, 14, 15, 18, 19, 25, 26, 30, 33, 42, 49, 50, 51, 56, 59, 60, 72, 74, 76, 79, 84, 101, 102, 105, 113, 116, 121, 122, 124, 126, 129  
L S Donaldson Co\* 59, 74, 105, 121, 122  
Harold 33, 37, 40, 42, 46, 49, 59, 71, 72, 75, 85, 88, 102, 115, 120, 121, 131  
Jackson Graves 10, 100  
Powers D G Co\* 59, 84, 99, 112, 121  
Maurice Rothschild Young 2nd C, 27, 33, 51, 57, 59, 72, 121, 122, 124  
ROCHESTER E A Knowlton\* 74, 79, 115, 122  
C F Massey Co 25, 26, 27, 56, 74, 76, 105, 121, 122, 126  
ST CLOUD Herbergers 50, 115, 116, 122  
ST PAUL Emporium\* 26, 59, 60, 121  
Field Schlick 40, 49, 51, 56, 59, 72, 74, 75, 76, 84, 88, 102, 112, 115, 116, 120, 121, 123, 131  
Golden Rule\* 50, 59, 72, 101, 121  
Margaret Moore 10  
Frank Murphy\* 6, 33, 79, 99, 105, 117, 124, 135  
Schunemans\* 51, 59, 72, 74, 121, 122, 126

## MISSISSIPPI

JACKSON The Emporium 25, 33, 49, 59, 51, 56, 59, 75, 79, 100, 101, 102, 123, 124  
R E Kennington Co\* 27, 49, 57, 59, 71, 74, 76, 115, 121, 122

## MISSOURI

CLAYTON The Famous Barr Co\* 4, 6, 27, 51, 56, 59, 72, 75, 76, 79, 84, 101, 102, 105, 106, 115, 121, 126  
COLUMBIA Parks Dry Goods Co\* 2, 27, 101, 115, 122  
KANSAS CITY Berksons 2  
Chasnoffs 10, 30, 49, 59, 71, 72, 122  
Emery Bird Thayer\* 20, 26, 59, 72, 101, 112  
Harzfelds 4, 6, 18, 25, 33, 40, 51, 56, 57, 59, 60, 84, 88, 100, 102, 104, 113, 117, 120, 121, 122, 124, 129, 135  
Kilnes 59, 72, 74  
Peckas of Kansas City 50, 59, 74  
Macys of Kansas City\* 59, 72, 74, 75, 99, 106, 115, 119, 121, 122  
Mindlins 4, 20, 51, 59, 62, 72, 74, 75, 76, 79, 97, 99, 100, 106, 59, 62, 72, 85, 84, 92, 97, 100, 102, 104, 105, 117, 121, 122, 124, 131  
Rothschild 26, 27, 72, 122, 123, 125  
Levy Wolf\* 2nd C, 59, 74, 101, 115  
Savage Juliette Shop 56, 122  
ST JOSEPH E Hinder\* 4, 10, 131  
Hirsch Bros D G Co 50, 59, 74  
Townsend & Wall Co\* 4, 25, 40, 49, 76, 101, 115, 121, 122  
ST LOUIS Boyd Richardson Co 84, 99, 115, 122  
Famous Barr Co\* 2, 6, 20, 25, 27, 51, 56, 59, 72, 74, 75, 76, 79, 84, 99, 101, 102, 106, 113, 121, 124, 126, 129  
Lockharts 10, 15, 33, 49, 71, 76, 84, 85, 100, 117, 121, 135  
Montaldos Town House 19, 30, 46, 59, 74, 84, 88, 120, 121  
Scruggs Vandervoort Barney\* 4, 18, 25, 26, 33, 37, 42, 49, 50, 51, 59, 99, 70, 84, 92, 97, 100, 102, 104, 105, 117, 121, 122, 124, 131  
Stix Baer & Fuller Co\* 4, 19, 25, 26, 33, 40, 42, 49, 59, 72, 74, 84, 85, 99, 100, 102, 112, 116, 121, 122, 123, 124

## MONTANA

BILLINGS D J Cole Co\* 100, 122  
Hart-Albin Co. 56, 59, 74, 101, 115

## NEBRASKA

LINCOLN Gold & Co\* 26, 27, 50, 51, 59, 84, 101, 112  
Hoyland Swanson Co 2, 4, 6, 10, 33, 40, 57, 62, 72, 73, 79, 88, 100, 102, 120, 121, 122, 123, 124, 131, 135  
Magees 2, 27  
Miller & Palmer\* 49, 56, 62, 72, 74, 76, 85, 99, 100, 102, 115, 121, 122  
OMAHA The Aquila 10, 50, 62, 72, 84, 121  
J L Brandeis & Sons\* 2nd C, 49, 59, 62, 70, 71, 72, 74, 76, 88, 101, 105, 115, 120, 121, 122, 126, 131  
Carmans 75  
Goldstein Chapmans 6, 27, 51, 59, 62, 84, 105, 116, 122, 129  
Fred & Clark Hias 37, 40, 74, 100, 117, 121, 123, 135  
Thomas Kilpatrick & Co 4, 26, 30, 49, 50, 72, 99, 102, 121, 122  
Herzbergs 2, 27, 33, 79, 121

## NEVADA

RENO Gray Reid Wright\* 26, 76, 105  
Jos Magnin 2, 4, 33, 59, 72, 74, 100, 115, 121, 129, 131

## NEW HAMPSHIRE

MANCHESTER James W Hill Co\* 25, 101  
Leavitts Stores 115, 122

## NEW JERSEY

ATLANTIC CITY M E Blatt Co\* 20, 26, 59, 74, 88, 99, 101, 115, 121, 122,

129  
Homburger's 10  
EAST ORANGE Doops 19, 40, 46, 49, 59, 71, 84, 88, 100, 113, 121, 135  
Beau Modes 10, 62  
R H Muir\* 26, 59, 74, 115, 122  
ELIZABETH R J Goerke Co 2nd C, 40, 59, 99, 115, 121  
Levy Bros\* 26, 72, 74, 101, 105, 122, 124, 125, 126  
Mason-Edwards 10  
ENGLEWOOD The Brooke Shop 115  
MORRISTOWN Bamberger\* 4, 59, 106, 124, 126  
NEWARK L Bamberger & Co\* 4, 20, 25, 26, 33, 51, 59, 72, 74, 84, 99, 105, 106, 112, 115, 119, 122, 124, 126  
Don's 46  
Hahne & Company\* 6, 10, 18, 26, 27, 40, 49, 50, 57, 59, 88, 92, 99, 101, 105, 116, 117, 121, 122, 125, 130, 133  
Kresge Newark\* 26, 34, 51, 56, 59, 72, 121, 122, 124, 130  
PASSAIC J Abbott & Son 59, 122  
Wechsler 26, 50, 115, 122, 131  
PATERSON Meyer Brothers\* 20, 25, 56, 59, 72, 73, 89, 101, 102, 106, 115, 121, 122, 124, 129, 130  
Quackenbush Co 50, 116, 119, 121  
PLAINFIELD Tepper Brothers\* 25, 26, 33, 40, 46, 59, 72, 99, 101, 106, 115, 121, 122, 124, 131  
SUMMIT Lillian O'Grady 6, 88, 99, 115  
TRENTON S P Dunham 25, 50, 115, 121  
Nevius Voorhees Co\* 20, 56, 62, 76, 92, 101, 102, 121, 130  
Swern & Co\* 59, 105, 122

## NEW MEXICO

ALBUQUERQUE Hinkels\* 33, 50, 74, 112, 115, 121, 122, 124  
Kistler Collister\* 25, 75, 92  
Tomlinsons 30, 40, 71, 74, 85, 100, 131

## CLAYTON Herzstien's 10

## NEW YORK

ALBANY Flans 2nd C, 26, 30, 33, 40, 51, 56, 57, 59, 71, 72, 76, 79, 88, 99, 100, 105, 115, 121, 122, 124, 135  
Honigsbaums 4, 6, 15, 20, 46, 49, 59, 62, 97, 117, 122, 131  
Mady's 10  
John C Myers Co 25, 59, 74, 101, 122, 126, 130  
W E Walsh & Sons 120  
W M Whitney & Co\* 74, 121, 122  
BINGHAMTON Fowler Dick & Walker 50, 51, 74, 112, 121, 122  
Hills McLean & Haskins\* 4, 40, 74, 100, 115, 119, 121, 122, 129  
Sisson Bros Weidon Co 46, 40, 59, 99, 101, 120, 121, 122, 131  
BROOKLYN Abraham Straus\* 4, 6, 25, 26, 33, 42, 59, 72, 74, 79, 97, 99, 101, 105, 106, 112, 113, 116, 121, 122, 124, 130  
Frederick Loeser\* 59, 72, 92, 121, 126  
Martins 20, 33, 51, 59, 99, 105, 117, 119, 122, 124, 130, 135  
BUFFALO J N Adam & Co\* 2, 27, 59, 72, 74, 101, 105, 112, 115, 117, 121, 122, 129  
Adam, Mottum & Anderson\* 14, 15, 27, 59, 72, 74, 121, 122  
Arb's 19  
L L Berger 2nd C, 4, 26, 33, 40, 49, 57, 59, 72, 74, 84, 88, 100, 102, 104, 116, 121, 123, 131  
The Buffalo Jenny Co 46, 62, 72, 84, 99, 135  
Flint & Kent\* 26, 51, 59, 70, 72, 76, 84, 117, 121, 122, 125  
The Wm Hanger Co\* 4, 25, 26, 34, 49, 50, 56, 59, 72, 74, 79, 97, 99, 102, 106, 112, 117, 121, 122, 99, 126  
Oppenheim Collins 59, 72, 99, 122, 126  
Teigler's 10  
ELMHURST The Gorton Coy 4, 26, 49, 51, 72, 99, 116, 121, 122, 131  
S F Iszard Co 50, 74, 100, 115, 122  
Sheehan Dean & Co\* 74, 105, 122  
GLOVERSVILLE Argersinkers 115  
HUDSON Orchard Dress Shop 115, 131  
ITHACA Rothschild Bros\* 25, 76, 101, 115, 121  
NEW ROCHELLE Rosalie 40, 46, 100, 115  
NEW YORK B Altman & Co\* 33, 46, 51, 59, 75, 112, 117, 121, 122, 124, 130  
Arnold Constable & Co 20, 59, 121, 122, 125, 126, 130  
Bergdorf Goodman Co 18, 33, 49, 72, 105, 121, 122  
Henri Bendel Inc 19, 33, 72, 105, 121, 124  
Best & Company 42, 49, 59, 72, 74, 76, 84, 105, 121, 122  
Bloomingdale's 2, 25, 59, 72, 99, 100, 101, 104, 105, 112, 116, 121, 122, 126, 130  
Bonwit Teller 4, 6, 33, 49, 59, 62, 71, 72, 79, 85, 89, 97, 113, 117, 120, 124  
Hattie Carnegie 33, 62, 117, 121, 124  
A DePinna Co 30, 33, 37, 100, 117, 121, 122, 124  
Gimbel Bros\* 59, 72, 121, 122, 126, 130  
Gunther Jaekel 33, 49, 124  
Jay Thorpe 33, 56, 59, 72, 99, 100, 102, 113, 117, 121, 122, 124  
Lane Bryant 59, 72, 122, 33, 40, 42, 49, 51, 59, 72, 85, 102, 105, 113, 119, 121, 122, 124, 131, 135  
Macys\* 59, 72, 104, 106, 121  
James McCreery\* 25, 56, 59, 101, 129, 130  
H Milgrim & Bros 10, 14, 15, 33, 37, 59, 72, 99, 117, 124  
Oppenheim Collins 27, 59, 72, 105, 122, 126  
Russells Fifth Avenue 121  
Saks Fifth Avenue 19, 33, 49, 51, 57, 59, 71, 72, 102, 105, 115, 120, 121, 122, 123, 124, 130  
Saks 34th St 2, 59, 72, 92, 105, 122, 124, 130  
Franklin Simon 59, 72, 79, 99, 105, 121, 122, 126, 130  
Stern Bros\* 59, 105, 121, 122, 130  
The Tailored Woman 59, 72, 121  
John Wanamaker\* 51, 59, 99, 121, 124, 130  
NIAGARA FALLS J N Adam\* 59, 72, 74, 101, 121, 122  
Jenss Bros 59, 116, 122, 126  
Wellesley Shop 15, 33, 46, 62, 115, 124, 129  
POUGHKEEPSIE Luckey Platt & Co\* 25, 40, 72, 76, 92, 101, 115, 121, 122  
Poughkeepsie Up To Date 6, 102  
ROCHESTER B Forman Co 4, 10, 34, 40, 49, 50, 56, 59, 72, 74, 79, 88, 99, 102, 104, 113, 115, 117, 121, 122, 123, 124  
McCurdy & Co\* 27, 59, 72, 74, 121, 122, 125, 126  
Projansky Inc 46  
Sibely Lindsay & Curr Co\* 20, 25, 33, 51, 59, 72, 76, 85, 99, 101, 112, 120, 121, 122, 124, 131, 135  
SCHENECTADY H S Barney Co\* 25, 50, 76, 92, 101, 115  
Carl Co 122, 125  
The Wallace Co 51, 59, 99, 121  
The Imperial 6, 10, 20, 30, 33, 49, 59, 62, 74, 85, 117, 119, 129, 135  
SYRACUSE The Addis Co 20, 25, 26, 59, 99, 100, 102, 104, 106, 121, 122, 129  
C E Chappell & Sons\* 121  
Dev Bros & Co 50, 72, 74, 116, 121  
F W Edwards\* 59, 74, 121, 122  
Flah & Co 2nd C, 6, 15, 26, 33, 40, 56, 59, 71, 72, 76, 79, 97, 99, 113, 115, 122, 123, 124, 131, 135  
Helmer Inc\* 37, 49, 84, 88, 121, 124  
McDonalds 2, 46, 100  
TROY Frears 72, 92, 122  
W P Herbert 10, 33, 40, 76, 79, 100, 101, 115, 121, 131  
UTICA Doyle Knower Co 20, 25, 26, 40, 74, 76, 115, 116  
J B Wells & Son Co\* 27, 50, 59, 101, 122  
WHITE PLAINS Milgrim 15  
L A Schulman Inc 6, 33, 40, 49, 115, 121, 124, 135

## NORTH CAROLINA

ASHEVILLE Bon Marche\* 20, 27, 115, 120, 121, 122  
Ivey's 25, 40, 50, 56, 59, 62, 72, 76, 116, 121, 122, 124  
CHARLOTTE Beik Bros\* 20, 49, 59, 79, 74, 84, 92, 121, 122  
J B Ivey & Co\* 4, 33, 12, 19, 51, 59, 615, 72, 79, 99, 102, 112, 113, 115, 116, 121, 122, 124, 125, 131  
Montaldos 4, 18, 30, 40, 46, 59, 60, 84, 88, 100, 120, 121, 131  
Purcells 27, 74  
DURHAM R L Baldwin Co 74, 122, 129  
The Fashion 33, 46, 49, 85, 121, 121  
Ellis Stone & Co\* 49, 50, 56, 74, 75, 79, 81, 85, 99, 102, 115, 116, 120, 121, 122  
GREENSBORO Ellis Stone & Co\* 2nd C, 49, 59, 74, 85, 99, 102, 115, 116, 120, 121, 122, 123  
Meyers Dept Store\* 33, 50, 59, 76, 79, 84, 121  
Montaldos 4, 18, 30, 40, 46, 49, 51, 59, 71, 74, 84, 88, 100, 121, 131, 135  
HIGH POINT Tobias Inc 2, 25, 27, 74, 115, 116, 122  
RALEIGH Boylan Pearce\* 122  
Ellisbergs 6, 46, 49, 56, 99, 102, 115, 119, 121, 123  
Ivey Taylor Co 33, 49, 50, 79, 84, 102, 113, 116, 120, 121, 122, 124, 125, 126  
Mac Joseph 10, 131  
WINSTON-SALEM Anchor Co 103, 121  
Arcade Fashion Shop 20, 106, 119  
Ideal Dry Goods Co\* 49, 50, 76, 116, 121, 122, 135  
Montaldos 4, 18, 19, 30, 40, 46, 51, 59, 60, 71, 74, 84, 88, 100, 100, 120, 121, 131  
Soshiks Thalheimers\* 4, 33, 34, 49, 56, 59, 81, 85, 101, 102, 115, 121, 124

## NORTH DAKOTA

FARGO O J De Lendrecte Co\* 2, 25, 26, 59, 74, 76, 79, 88, 115, 135  
Rose Shop 33, 37, 40, 100, 117, 122  
GRAND FORKS R B Griffith\* 2, 25, 26, 27, 46, 74, 99, 100, 101, 115, 122

## OHIO

AKRON The M O'Neil Co\* 6, 26, 27, 51, 56, 57, 59, 71, 72, 74, 88, 101, 102, 106, 112, 115, 122, 126, 131  
Madison 10  
The A Polsky Co\* 4, 25, 33, 40, 59, 76, 79, 102, 116, 122, 123, 124  
CANTON The Hatte Bros Co\* 2nd C, 30, 57, 72, 76, 102, 120, 123, 129, 131  
The Parisian 2, 27, 46, 60, 72, 74, 79, 85, 97, 99, 100, 101  
The Stern & Mann Co 4, 6, 19, 33, 59, 59, 84, 102, 104, 113, 122, 135  
CINCINNATI The Gidding Co 30, 33, 37, 72, 74, 84, 88, 99, 120, 124  
Jenny 2nd C, 4, 18, 19, 40, 51, 59, 60, 72, 79, 100, 101, 105, 123, 131  
The Lawton Co 100, 117  
Mabley & Carew 4, 59, 72, 76, 102, 103, 106, 129  
H & S Pogue Co\* 6, 27, 33, 50, 51, 56, 57, 59, 62, 72, 74, 75, 81, 89, 102, 113, 115, 122, 121, 126  
The John Shillito Co\* 2, 4, 25, 26, 59, 74, 76, 101, 102, 105, 112, 116, 119, 122, 123  
Vogue & Vanities 46  
CLEVELAND The Halle Bros Co\* 2nd C, 4, 14, 15, 25, 26, 30, 33, 37, 40, 46, 51, 57, 59, 72, 74, 76, 79, 88, 99, 100, 102, 115, 122, 123, 124, 129, 131  
The Higbee Co\* 19, 25, 51, 59, 70, 72, 74, 99, 100, 102, 105, 119, 122, 125, 126  
Sterling Lindner Davis\*



# Who is the Girl in the dreams of ten thousand men?



Unlike most dream girls she is very real! She lives and breathes—and buys! For she is you—the American consumer!

You are the one in the dreams—and foremost in all the working hours—of America's brand manufacturers.

You are the one for whom they are constantly dreaming up new products...new improvements...to make you, the consumer, happy with the things they make.

These men of industry go to endless effort to try and outdo each other to win *your favor*.

That's what free competition means—and particularly what it means to you.

Above all, it means freedom of choice for you the buyer—and a multitude of good things for you to choose from—all proudly "signed" by the brand names of the manufacturers whose aim it is to win your confidence and patronage. You, the consumer, are the boss in this land of brands!

Remember the brands you see advertised in this magazine—and buy where you see them featured.

**Brand Names Foundation**  
INCORPORATED  
A NON-PROFIT EDUCATIONAL FOUNDATION  
37 WEST 57 STREET, NEW YORK 19, N.Y.

**BETHLEHEM** Bush & Bull\* 115, 122  
**EASTON** Laubachs\* 101, 115, 116, 122  
**ERIE** Erie Dry Goods Co 2, 25, 26, 27, 59, 76, 79, 99, 116, 121, 122, 125, 126  
The Halle Bros Co 4, 26, 46, 51, 59, 76, 97, 115, 120, 121, 129, 131  
Trask Prescott & Richardson\* 6, 25, 59, 121, 122  
**HARRISBURG** Bowmans Dept Store\* 25, 27, 46, 50, 74, 76, 116, 121, 122  
Feller 101, 126  
Pomeroy\* 4, 59, 112, 115, 121, 122  
Mary Sachs 30, 33, 40, 49, 76, 84, 88, 100, 121, 123, 124, 129, 131, 135  
The Wm B Schleisner Store 2nd C, 20, 79, 97, 99, 117, 119, 120, 121, 125  
**JOHNSTOWN** Fellers 115  
Glosser Bros 25, 40, 74, 122  
**LANCASTER** M T Garvin & Co 74  
Hager & Bros\* 25, 49, 121, 122  
Mary Sachs 33, 40, 84, 88, 100, 120, 121, 123, 129, 131, 135  
Watt & Shand 31, 59, 74, 76, 92, 99, 101, 121, 122, 130  
**McKEESPORT** Cox's 2nd C, 25, 51, 115  
**NEW CASTLE** Strouss Hirschberg Co 25, 51, 56, 115, 116, 122, 123  
**PHILADELPHIA** Best & Company 59, 76, 84, 121, 122  
The Blum Store 4, 18, 19, 33, 34, 49, 59, 71, 72, 76, 97, 99, 100, 102, 113, 121, 122, 130, 135  
Bonwit Teller & Co 4, 6, 14, 15, 33, 49, 59, 71, 72, 74, 85, 100, 113, 115, 117, 121, 122, 123, 124, 130  
Deweese 27, 33, 50, 59, 72, 84, 100, 104, 105, 117, 121, 122, 124  
Nan Duskin 49, 71, 88, 121  
Gimbel Brothers\* 20, 46, 49, 51, 56, 59, 72, 85, 112, 113, 119, 121, 122, 129, 130  
Oppenheim Collins 27, 59, 72, 122, 126  
Strawbridge & Clothier\* 2nd C, 18, 25, 59, 72, 76, 92, 99, 101, 102, 105, 116, 117, 120, 121, 126, 130  
John Wanamaker Phila\* 26, 30, 33, 51, 57, 59, 72, 74, 84, 99, 100, 106, 112, 117, 121, 122, 124, 125, 126, 130, 131  
**PITTSBURGH** Adeles 10, 33, 37, 49, 100, 117, 121, 124  
Boggs & Buhl\* 25, 59, 72, 126  
Frank & Seder 119, 122  
Gimbel Bros\* 2nd C, 6, 34, 46, 49, 59, 73, 99, 100, 106, 116, 117, 120, 121, 122, 129  
Joseph Horne Co\* 2, 18, 33, 40, 51, 59, 62, 70, 72, 74, 76, 79, 84, 88, 97, 105, 113, 121, 122, 124, 125  
Kaufmanns\* 2nd C, 19, 20, 25, 26, 27, 49, 50, 51, 56, 57, 59, 72, 79, 84, 99, 101, 102, 112, 113, 115, 117, 120, 121, 122, 123, 126, 131  
**POTTSVILLE** Casters 76, 84, 88, 99, 115, 121, 123, 131  
**READING** The Jeannette Shop 27, 33, 37, 40, 46, 49, 51, 59, 76, 79, 99, 100, 105, 121, 131  
Pomeroy\* 4, 25, 50, 59, 101, 105, 115, 116, 121  
C K Whitner Co\* 25, 74, 84, 122  
**SCRANTON** Cleland Simpson Co\* 25, 26, 27, 51, 59, 62, 72, 101, 115, 116, 121, 122  
**WASHINGTON** Hal Lewis Inc 2nd C, 6, 30, 33, 40, 46, 49, 62, 72, 84, 85, 88, 115, 121, 124, 131  
**WILKES BARRE** Fowler Dick & Walker\* 4, 20, 51, 76, 99, 101, 116, 121, 122  
Isaac Long 25, 40, 50, 59, 74, 115, 117, 120, 121, 122, 135  
Pomeroy\* 121, 122, 131  
**YORK** Charles H Bear & Co\* 51, 59, 70, 74, 76, 99, 112, 119, 126  
S Grumbacher & Son 25, 59, 115, 122  
Jacks 2, 26, 40, 46, 74, 100, 101

## RHODE ISLAND

**NEWPORT** The William Leys D G Co 115  
**PROVIDENCE** Callender McAusland & Troup 25, 74, 116, 122  
Cherry & Webb Co 50, 99, 101, 121, 122  
Gladdings 6, 20, 26, 27, 33, 40, 56, 76, 79, 115, 121, 122  
Shepard Company\* 72, 74, 121, 122, 123, 126  
Town & Country 135

## SOUTH CAROLINA

**CHARLESTON** Daisy Bogin Shop 2, 26, 40, 49, 99, 115  
Davisons Fashion Shop 20  
Kerrisons 25, 46, 49, 50, 74, 76, 79, 122, 135  
Shelgrove 10  
**COLUMBIA** Belk Dept Store 49, 74, 84, 116, 117, 121, 122  
Davison Paxon Co 25, 26, 51, 59, 74, 88, 106, 115, 119, 120, 122  
Haltiwangers 2, 27, 50, 59, 76, 101, 122, 135  
Mary Lowe 46  
Lisbeth Wolfe 4, 6, 19, 20, 49, 62, 71, 72, 85, 121  
**GREENVILLE** Belk Simpson\* 122  
Ivey Keith Co 25, 42, 50, 56, 62, 74, 76, 79, 84, 99, 102, 115, 116, 121, 122  
Meyers Arnold Co\* 2nd C, 40, 59, 74, 84, 102, 122, 123, 125, 126  
Patton Timman & Bruce 20, 92  
**SPARTANBURG** Ark W Smith\* 33, 46, 49, 50, 59, 74, 76, 79, 84, 88, 99, 115, 121, 122, 124

## SOUTH DAKOTA

**SIOUX FALLS** Fantele Bros\* 25, 27, 50, 51, 59, 74, 76, 79, 105, 115, 122  
L G Murphy 10  
Shriver Johnson Co 99, 100, 121, 124

## TENNESSEE

**CHATTANOOGA** Lovemans\* 27, 37, 42, 49, 51, 57, 59, 72, 74, 84, 85, 121, 122  
Miller Bros Co\* 6, 25, 30, 33, 42, 49, 50, 59, 71, 72, 76, 79, 84, 88, 92, 100, 115, 116, 120, 121, 122, 131, 135  
Picketts 40, 46, 72, 84, 101, 102, 123, 125  
Schumackers 10, 60, 74, 76, 84, 119  
**KNOXVILLE** Millers\* 30, 33, 42, 49, 50, 51, 59, 71, 72, 76, 79, 85, 88, 116, 120, 121, 124  
S H George & Sons\* 49, 56, 62, 75, 84, 102, 115, 121, 122, 129  
**MEMPHIS** The John Gerber Co\* 25, 51, 59, 71, 74, 84, 101, 102, 113, 115, 121, 122, 129  
J Goldsmith & Sons Co\* 4, 25, 26, 50, 59, 72, 84, 92, 99, 102, 116, 121, 122, 126  
Phil A Halle 4, 6, 40, 74, 88, 117, 121, 131  
Levys 14, 15, 27, 34, 42, 46, 56, 59, 72, 76, 102, 113, 121, 122, 135  
B Lowenstein & Bros\* 2nd C, 4, 33, 51, 57, 59, 62, 72, 74, 75, 79, 84, 100, 105, 120, 121, 122, 124  
Frances Wright 19  
**NASHVILLE** Castner Knott\* 59, 74, 106, 122  
The Cain Sloan Co\* 2nd C, 4, 25, 50, 59, 72, 74, 79, 99, 102, 105, 116, 121, 122, 126  
Graces 19, 25, 33, 40, 49, 59, 79, 84, 88, 102, 115, 120, 121, 124  
The Harvey Co\* 2, 25, 56, 59, 74, 116  
Loveman Berger & Teitlebaum\* 26, 27, 42, 51, 59, 72, 121, 122, 125, 135  
Rich Schwartz & Joseph 6, 46, 49, 57, 59, 62, 72, 76, 119, 121, 122, 123, 129

## TEXAS

**ABILENE** Ernest Grissoms\* 26, 33, 40, 49, 56, 71, 74, 79, 84, 99, 102, 115, 120, 122, 123  
**AMARILLO** Blackburn Bros 46  
White & Kline 4, 6, 19, 30, 33, 40, 49, 50, 59, 71, 72, 73, 76, 79, 88, 99, 104, 115, 120, 121, 123, 124  
**AUSTIN** Chenards 4, 115  
T H Williams & Co\* 49, 50, 59, 75, 102, 121, 122  
Yarings 6, 26, 27, 72, 74, 121

**BEAUMONT** The Fashion 4, 14, 15, 26, 30, 40, 46, 49, 50, 59, 72, 88, 100, 120, 122, 124  
White House Dry Goods Co\* 19, 27, 33, 42, 50, 56, 59, 76, 79, 85, 92, 102, 115, 121, 123  
**CORPUS CHRISTI** Buttrely Stores Inc 2  
Lichtensteins\* 4, 25, 27, 33, 49, 50, 51, 71, 72, 74, 75, 79, 102, 121, 122, 124  
Perkins Bros\* 46, 49, 59, 76, 84, 115, 120  
**CORSICANA** J M Dyer Co\* 10, 49, 56, 59, 88, 102, 115, 119, 122  
**DALLAS** A Harris & Co\* 4, 46, 49, 51, 59, 74, 99, 101, 104, 120, 121, 122, 126  
Neiman Marcus Co 6, 18, 19, 25, 26, 33, 34, 40, 49, 51, 56, 59, 60, 71, 72, 76, 84, 85, 97, 102, 105, 113, 115, 117, 121, 122, 124, 126, 131  
Sanger Bros\* 59, 99, 122, 125  
Titcher Goettinger Co\* 4, 25, 27, 50, 57, 59, 74, 75, 79, 100, 113, 116, 121, 122, 123  
**DENTON** H M Russell\* 26, 76, 100, 115, 122  
**EL PASO** Popular Dry Goods Co\* 2nd C, 10, 25, 33, 40, 46, 50, 51, 56, 59, 62, 71, 72, 74, 76, 79, 88, 99, 101, 102, 117, 121, 122, 124  
The White House\* 2, 72, 84, 103, 115, 120, 124, 129  
**FORT WORTH** R E Cox & Co\* 4, 25, 59, 72, 84, 100, 102, 121, 122, 123  
The Fair\* 2, 4, 26, 27, 33, 34, 40, 49, 59, 62, 71, 72, 74, 76, 84, 85, 99, 119, 120, 121, 131  
Meachams 4, 15, 19, 30, 33, 49, 50, 51, 59, 72, 74, 105, 115, 117, 121, 124  
Monnig Dry Goods Co\* 4, 27, 51, 59, 71, 75, 92, 101, 102, 106, 121, 122, 129  
W C Stripling Co\* 6, 33, 57, 59, 116, 123, 124, 135  
Washers 59  
Wally Williams 56, 74, 100, 102, 113, 124, 129  
**GALVESTON** Robert Cohen\* 25, 74, 84, 122  
E S Levy & Co 27, 59, 74, 75, 105, 112, 115, 121, 126  
Nathans 33, 49, 59, 79, 99, 100, 102, 120, 122, 124  
**HOUSTON** Everitt Buelow Co 10, 72, 84, 122  
The Fashion 4, 6, 14, 18, 25, 51, 72, 100, 121, 131  
Foleys\* 25, 51, 59, 72, 74, 84, 112, 115, 121, 122  
Levy Bros\* 2nd C, 49, 59, 72, 75, 76, 79, 84, 105, 122  
Rupleys 4, 84  
The Smart Shop 4, 33, 49, 62, 72, 84, 85, 97, 102, 125, 124  
Sakowitz Bros 2nd C, 27, 37, 40, 49, 57, 59, 71, 72, 74, 76, 84, 88, 99, 100, 102, 113, 120, 121, 122, 126, 129, 135  
Battelsteins 4, 26, 30, 46, 51, 84, 102, 122  
**LONGVIEW** Martins 10  
**LUBBOCK** Hemphill Wells Co\* 33, 49, 51, 56, 72, 76, 79, 84, 85, 88, 99, 115, 116, 121, 122, 124, 126, 135  
Hanna Pope & Co 92, 120  
**PORT ARTHUR** Bluesteins 2nd C, 33, 76, 79, 84, 100, 115, 122, 123  
**SAN ANGELO** Fashion Shop 115  
Hemphill Wells\* 6, 33, 49, 51, 72, 75, 79, 84, 113, 124, 135  
**SAN ANTONIO** Frost Brothers\* 4, 18, 19, 26, 34, 37, 49, 57, 59, 72, 74, 76, 85, 102, 115, 120, 121, 122, 131  
Joske of Texas\* 25, 27, 33, 40, 50, 51, 59, 72, 79, 84, 88, 99, 101, 106, 115, 121, 122, 124  
Siegel's 10  
Wolfe & Marx\* 49, 84, 122  
**WACO** Bauer McCann 4, 6, 26, 40, 46, 49, 57, 59, 71, 88, 99, 100, 115, 117, 121, 122, 123, 131  
R E Cox Dry Goods Co\* 25, 59, 72, 75, 84, 101, 105, 112, 119, 121, 125, 135  
Goldstein Migel Co\* 33, 50, 56, 59, 72, 79, 92, 102, 120, 121, 124  
Monnig D G 51, 59, 74, 116  
Sachs 2, 27, 62, 122  
**WICHITA** Falls McClurkans\* 27, 33, 50, 56, 75, 76, 79, 102, 122, 124  
Perkins Timberlake Co 4, 6, 30, 40, 49, 71, 72, 74, 115, 120

## UTAH

**SALT LAKE CITY** Auerbach Co\* 14, 15, 26, 46, 51, 56, 59, 62, 72, 74, 97, 100, 102, 112, 115, 116, 121, 122, 124  
Makoff 2nd C, 4, 6, 33, 40, 57, 71, 75, 76, 79, 84, 85, 88, 99, 102, 120, 124, 131, 135  
Miriams 10  
The Paris 2  
Z C M 1\* 18, 26, 51, 60, 72, 75, 76, 101, 112, 121, 122, 125, 126

## VERMONT

**BURLINGTON** Abernethy Clarkson Wright\* 20, 100, 101, 115, 122

## VIRGINIA

**ALEXANDRIA** Preis 49, 115  
**ARLINGTON** Wynns Feminine Apparel 115, 122  
**CHARLOTTESVILLE** Barbara Rosser 115  
Ellingsons 49, 119  
**LYNCHBURG** C M Guggenheimer Corp\* 49, 50, 121  
J R Milner 19, 33, 49, 76, 79, 84, 85, 88, 102, 115, 116, 120, 121, 122, 124, 135  
**NORFOLK** Ames & Brownley\* 50, 57, 74, 76, 79, 115, 116, 121, 122  
Bersons 26, 100, 119  
House of Arthur Morris 6, 33, 49, 99, 121, 124, 131  
Naivette Shoppe 33, 40, 49, 117, 120, 121, 123  
Nicholson & Marks 46  
Smith & Welton\* 2nd C, 4, 42, 59, 74, 92, 101, 121  
Rices 2nd C, 4, 72, 74, 119, 121, 129  
**PORTSMOUTH** H Berson 10, 40, 49, 115, 119  
**RICHMOND** La Vogue 10  
Miller & Rhoads\* 6, 14, 15, 25, 27, 33, 37, 49, 50, 59, 72, 74, 76, 79, 99, 102, 105, 106, 120, 121, 122, 123, 124, 125, 126, 135  
Montaldos 4, 18, 19, 30, 40, 46, 59, 60, 71, 84, 88, 100, 121, 131  
Thalhimer Bros\* 4, 25, 26, 49, 56, 59, 72, 74, 85, 99, 101, 102, 105, 112, 113, 115, 116, 121, 122  
**ROANOKE** B Forman 10  
S H Heironimus Co\* 2, 56, 59, 76, 84, 102, 105, 112, 121, 122  
Smartwear Irving Saks 20, 27, 46, 49, 51, 59, 72, 100, 105, 115, 116, 117, 119, 121, 122, 131

## WASHINGTON

**SEATTLE** Bests Apparel 2, 14, 15, 25, 33, 34, 49, 51, 59, 71, 74, 76, 97, 99, 100, 104, 121, 124  
The Bon Marche\* 4, 27, 50, 59, 62, 79, 100, 105, 115, 117, 121, 122  
Frederick & Nelson\* 18, 20, 25, 26, 27, 42, 56, 57, 59, 60, 75, 92, 99, 102, 105, 112, 116, 121, 122, 123, 126, 135  
Litters 6, 71, 100, 120  
I Magnin & Co 19, 30, 33, 37, 40, 42, 59, 72, 84, 85, 88, 100, 121, 122, 131  
Rhodes of Seattle\* 25, 59, 92, 101, 106, 121, 122, 126  
**SPOKANE** Bernards 11, 46, 131  
The Crescent\* 6, 50, 60, 62, 100, 101, 112, 115, 121, 122, 126  
The Eastern 2  
Haddads 40, 85, 123, 135  
Russans 17  
**TACOMA** Lou Johnson Shop 26, 30, 33, 37, 40, 56, 76, 88, 100, 106, 115, 120, 121, 124, 131, 135  
Fishers 50  
G & H Posner 10  
Rhoads 17, 73, 101, 121, 122, 126

## WEST VIRGINIA

**CHARLESTON** Coyle & Richardson\* 59, 74, 76, 101, 115, 121, 122

The Diamond Dept Store 10, 74, 102, 106, 122, 130  
Stone & Thomas 27, 49, 51, 72, 74, 88, 112, 116, 121, 122, 125  
**HUNTINGTON** The Anderson Newcomb Co\* 26, 49, 59, 72, 102, 105, 115, 116, 121, 122  
Bradshaw Diehl Co 74, 125  
Hal Lewis Inc 6, 30, 46, 49, 62, 72, 85, 88, 119, 121, 124, 131  
**WHEELING** L S Good\* 25, 74, 122  
Max Horne 2, 129  
The Hub 122  
Hal Lewis Inc 2nd C, 6, 30, 40, 46, 62, 72, 84, 85, 121, 131  
Stone & Thomas\* 27, 33, 49, 51, 72, 74, 76, 88, 101, 115, 116, 121, 122, 124, 135

## WISCONSIN

**FOND DU LAC** Bergers 10  
**GREEN BAY** Wassersteins 10  
**KENOSHA** Hyslop Dept. Store 122  
Lepp Co 40, 62, 99, 115  
**MADISON** Harry S Manchester\* 25, 51, 56, 74, 79, 100, 102, 106, 112, 115, 116, 122, 131  
**MILWAUKEE** Bitker Gerner Co 27, 59, 74, 105, 121, 122, 129  
Boston Store\* 25, 56, 59, 72, 102, 105, 112, 121, 122  
T A Chapman Co\* 6, 18, 25, 33, 57, 59, 72, 84, 85, 101, 117, 121, 124  
Louis M Fritzel 10, 131  
Gimbel Bros Inc\* 59, 72, 74, 115, 121, 122, 129  
The Grand 27, 51, 102, 105, 102, 106, 116, 121, 122, 126  
Smartwear Emma Lange 2nd C, 4, 33, 40, 51, 59, 72, 74, 76, 79, 88, 99, 100, 102, 121, 124  
Stuarts 2, 26, 59, 102, 105, 121  
**RACINE** Zahn Dry Goods Co\* 2, 25, 74, 79, 92, 101, 115, 116, 121, 126  
**WAUWATOSA** The Peggy Shop 115

## WYOMING

**CASPER** Kassiss Dept Store\* 2, 33, 49, 57, 74, 79, 84, 99, 100, 115, 122, 123  
**CHEYENNE** The Fashion 10  
Klimes 6, 100, 115, 116, 122



## BELT OF THE MONTH

In smooth  
leathers  
and gleaming  
patent



\$150  
at better  
stores  
everywhere

**Schaffer ORIGINAL!**  
SCHAFFER BELTS, INC.  
330 Fifth Ave., N. Y. C.  
WORLD'S FOREMOST MANUFACTURER  
OF QUALITY BELTS FOR WOMEN



711 FIFTH AVENUE, NEW YORK

*Harrison*



CREATED FOR STORES LISTED AND FINE MILLINERY SALONS EVERYWHERE.

BONWIT TELLER, NEW YORK, BOSTON • CARSON, PIRIE SCOTT & CO., CHICAGO  
SONNENFELD'S, ST. LOUIS • BULLOCK'S, PASADENA • THE FAIR, FORT WORTH  
BONWIT TELLER, PHILADELPHIA • DALTON CO., BATON ROUGE • L. BAMBERGER &  
CO., NEWARK • GRACE'S, NASHVILLE • LAZARUS, INC., ROANOKE • ENGEL FETZER,  
CLEVELAND • IRVING'S, DETROIT • M. L. PARKER CO., DAVENPORT • PASTERNAK'S,  
WASHINGTON • CHERRY & WEBB, PROVIDENCE • THE WHITE HOUSE, SAN FRANCISCO  
COULTER DRY GOODS CO., LOS ANGELES • OLDS & KING, PORTLAND • YOUNKERS OF  
IOWA • RHODES OF SEATTLE • ALBERT STEINFELD, TUCSON • JOHN GERBER CO.,  
MEMPHIS • L. S. DONALDSON CO., MINNEAPOLIS • L. L. BERGER, BUFFALO

## ACCEPTING ONESELF

(Continued from page 175)

the most deplorable weaknesses and flaws, the most glaring differences of opinion look to be easily remediable. Love, which at this moment is all-consuming and seems, therefore, to be all-powerful, will in time successfully and painlessly perform the cosmetic surgery that will make our lover's character wholly beautiful and consequently wholly complementary to ours. "When with utmost patience and diplomacy, I have removed the scales from his eyes, he will agree with me that these beliefs of his are untenable, that those friends are worthless, that the places he frequents are unattractive, that, in general, my way of life is superior to his," the infatuated lady complacently tells herself at the same time that her lover, equally sanguine, is thinking, "She will outgrow these ridiculous prejudices and will come to be a reflection of myself." There will be no permanent harmony between this pair if proselytizing at cross-purposes takes the place of the lovers' acceptance of each other as two different and separate human beings. If, on the other hand, the woman is humble and passive and says, "I despise his best friend, and these opinions go against the grain, but to please my lover I will now love the first and honour the second," she, too, will face fiasco by abandoning herself to become the image of him. But a third hypothetical woman will succeed if, prepared to act upon her words, she says, "I do not like these things in him because their counterparts in me are different, but I will accept them for the sake of the whole man. I will neither try to alter the landscape nor to acquire protective colouring, but I will learn the regions that are inimical to me and will avoid them."

Similarly, when the first ecstasies of narcissism are spent, and the first hurricanes of self-loathing have subsided, and one emerges from the haze into the reality, the acceptance of oneself begins. It is like falling heir to the house one was born in and has lived in all one's life but to which, until now, one did not own the title. Sole master, one appraises the appointments with refreshed eyes, seeing the charm of a room that had heretofore been hateful because in it he had suffered, and the doubtful taste of another, which had seemed faultless at the time when he had basked there in praise and triumph. This house is like one of those built to last but built erratically. If the wall that spoils the sweep of the drawing room were torn out, the whole house would collapse, so one must accept the offending wall and one will cease, eventually, to apologize for it to strangers. Surrounded by the indestructible mementoes of joy, misery, chastisement, congratulation, tempest, peace, one is, for better or worse, in residence. And many as the selves are, diversified as their humours, their consanguinity is evident. They bear a strong resemblance to one another and all of them must be admitted into the fold.

**TROPIC  
MAGIC!**

Nowhere else in South Florida will you find the gaiety and charm of the colorful tropics so delightfully blended with ultra modern comforts.

Guests at the beautiful Lago Mar enjoy a private beach with sparkling coral sand . . . a luxury swimming pool . . . spacious sun decks and solariums.

1 to 3 bedroom apartments and hotel rooms, all exquisitely appointed . . . dining room with breathtaking view of the blue Atlantic . . . delightful cocktail lounge.

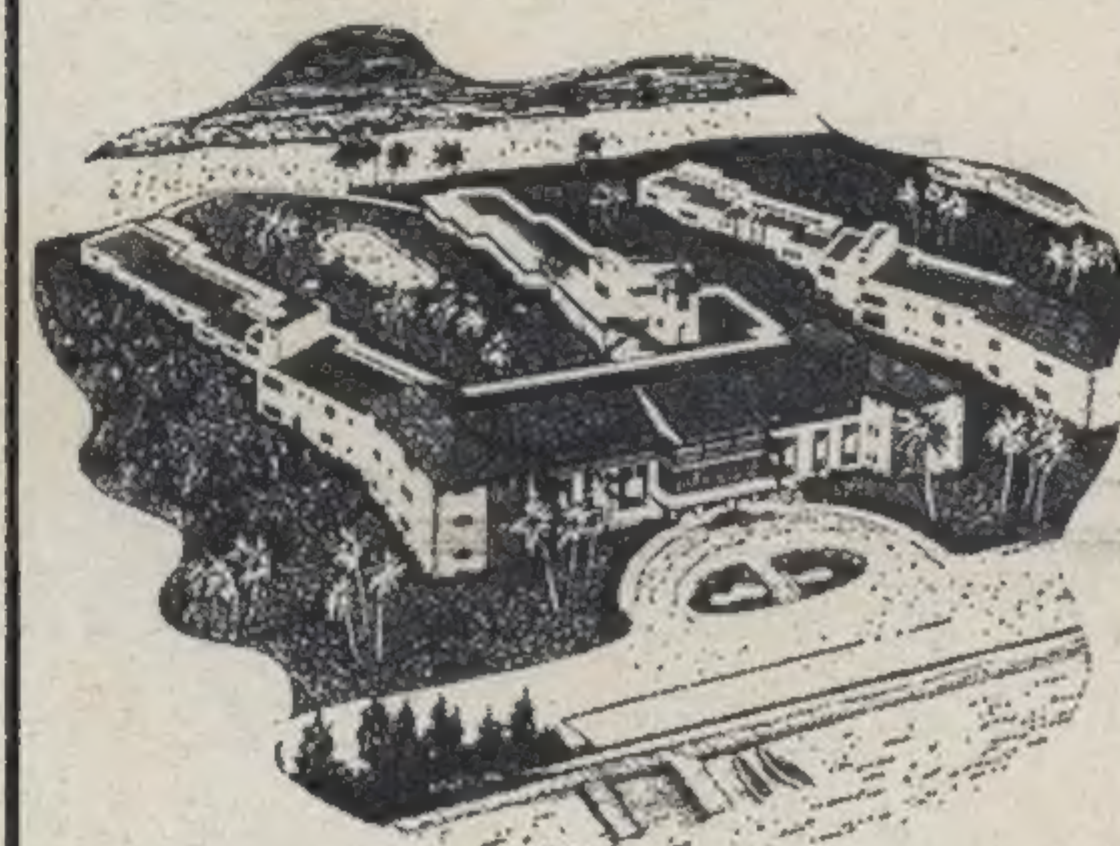
All await your holiday pleasure at

*Lago Mar*

OWNER-MANAGEMENT

**HOTEL APARTMENTS**

write to Leo A. Molony, managing director for illustrated folder B  
**FORT LAUDERDALE, FLORIDA**



See

**Bozart**

blouses by *Helitzer*

(featured on page 233)  
in the following stores . . .

B. ALTMAN & CO. . . . . New York City  
L. BAMBERGER & CO. . . . . Newark, New Jersey  
BEST'S APPAREL, INC. . . . . Seattle, Wash.  
BROWN'S-GIFTS, INC. . . . . Charlottesville, Va.  
BURGER-PHILLIPS CO. . . . . Birmingham, Ala.  
CARSON PIRIE SCOTT & CO. . . . . Chicago, Ill.  
DAVISON-PAXON CO. . . . . Atlanta, Georgia  
GIMBEL BROTHERS. Milwaukee, Wisconsin  
GIMBEL BROTHERS. Philadelphia, Penna.  
GIMBEL BROTHERS. . . . . Pittsburgh, Penna.  
GLADDING'S INC. . . . . Providence, R. I.  
GREENFIELD'S INC. . . . . Shreveport, Louisiana  
HAGER BROS. . . . . Lancaster, Pennsylvania  
L. HAMMEL DRY GOODS CO. . . . . Mobile, Ala.  
THE HECHT CO. . . . . Washington, D. C.  
HERR FASHION SHOP. . . . . Watertown, N. Y.  
HOLLEY'S. . . . . Ithaca, New York  
HONIGSBAUM'S. . . . . Albany, New York  
W. V. JOYCE COMPANY. Biloxi, Mississippi  
ACCESSORIES BY KOST. . . . . Evansville, Ind.  
KREEGER STORE, INC. . . . . New Orleans, La.  
LADD'S. . . . . Knoxville, Tennessee  
LA PARISienne. . . . . Lafayette, Louisiana  
LEVY'S LADIES TOGGERY, INC.  
Memphis, Tennessee  
MORRIS LEVY'S SHOP FOR WOMEN  
Savannah, Georgia  
MACY'S. . . . . Kansas City, Missouri  
PEYTON-MARCUS. . . . . Oklahoma City, Okla.  
RICH, SCHWARTZ & JOSEPH  
Nashville, Tennessee  
LOU ROSE. . . . . Santa Barbara, California  
SCHLEISNER'S OF SALISBURY  
Salisbury, Maryland  
SEIDENBACH'S. . . . . Tulsa, Oklahoma  
THE JOHN SHILLITO CO. . . . . Cincinnati, Ohio  
SHIRLEY'S INCORPORATED. Florence, Ala.  
R. H. STEARNS COMPANY. . . . . Boston, Mass.  
THE STERN & MANN CO. . . . . Canton, Ohio  
STIX, BAER & FULLER CO. . . . . St. Louis, Mo.  
WM. TAYLOR SON & CO. . . . . Cleveland, Ohio  
TEPPER'S. . . . . Plainfield, New Jersey  
GEORGE WYMAN & CO. . . . . South Bend, Ind.

*Handkerchief of the Month* \*



"BE MY LOVE"  
whisper Burmel's  
enchantingly beautiful  
hankies . . . golden arrows  
piercing red and white hearts  
are hand-printed on sheerest  
cotton . . . hems delicately hand-  
rolled. About 50¢ each at leading stores.  
everywhere. Look for the Burmel label.

*Burmel*

New York  
Reg. U. S. Pat. Off.





# Not a shadow of a doubt —with Kotex

*Not a shadow* of a revealing outline because only Kotex of all leading napkins gives you ends that are flat and pressed.

*Not a doubt*—for confidence and peace-of-mind go hand in hand with the extra absorbency and safety of Kotex . . . *proved superior by actual use!*

Best of all, *this* pad is made to *stay soft* while wearing . . . to retain its fit and comfort for hours and hours. No wonder Kotex is America's first choice in napkins . . . *always, very personally yours.*

*More women choose Kotex\*  
than all other sanitary napkins*







*Since 1746...White Horse, of course!*

86.8 Proof. Sole Distributors Browne-Vintners Co., Inc., N. Y.